

# THE FOREVER TEES

Super premium Peruvian  
organic Pima cotton

Earth-friendly  
safe dyes

Meticulously designed  
and constructed

Ethically made

*Fashioned to Last*  
*(almost) Forever*

*Forever in Fashion*



FAIR INDIGO   
STYLE WITH A CONSCIENCE



*This is the best t-shirt I have ever owned. It's thicker than average with the perfect amount of stretch, the colors hold up beautifully in the wash (and I wash them every week!). And there has been no shrinkage (I dry them on delicate cycle).*

*-Celeste*

*What is the magic in these shirts? Clearly not all cotton and not all knits are made equal. So smooth and soft and hold their shape.*

*- Amy S*

*I've owned several Fair Indigo tshirts for upwards of five years. They are *\*still\** soft, clean, and in good condition. This is unbelievable quality.*

*- S.T.*

*Their organic Pima cotton is virtually a lifetime fabric if you treat it right. They are all round the best for quality and ethically made clothing*

*-Jane W*

*Fair trade and eco-friendly aside, these tops are awesome! Great quality, little shrinkage during the wash, color and shape hold up beautifully. Better than anything you can find at the mall, no matter the price.*

*- Vicki*



# IT STARTS WITH THE BEST COTTON ON EARTH (and without pesticides)

Cotton occupies a mere 3% of the world's farmland but consumes a whopping 25% (!) of all pesticides.

Only 2% of the world's cotton is organic. And only **0.005%** (not a typo) is organic *Pima* cotton. That's what we use.

**Organic Peruvian Pima cotton** is the softest cotton on earth. But its extra-long staple fibers produce fabrics that are not only silky smooth and soft, but also much stronger and longer lasting.

Your garment will feel dreamy right out of the bag and endure beautifully for years with minimal shrinking or pilling.



# ETHICALLY MADE | FAIR TRADE



When fashion is done right, we can *all* do well; farmers, garment workers, consumers, businesses, and the earth we all share.

Fair Indigo clothing provides the means to a happy, healthy life for the hard working artisans and operators who fashion each piece.

Thanks to you, they work in safe surroundings and earn a fair wage that enables them to house, feed, and care for their families and strengthen their communities.

Change your clothes.  
Change the world.



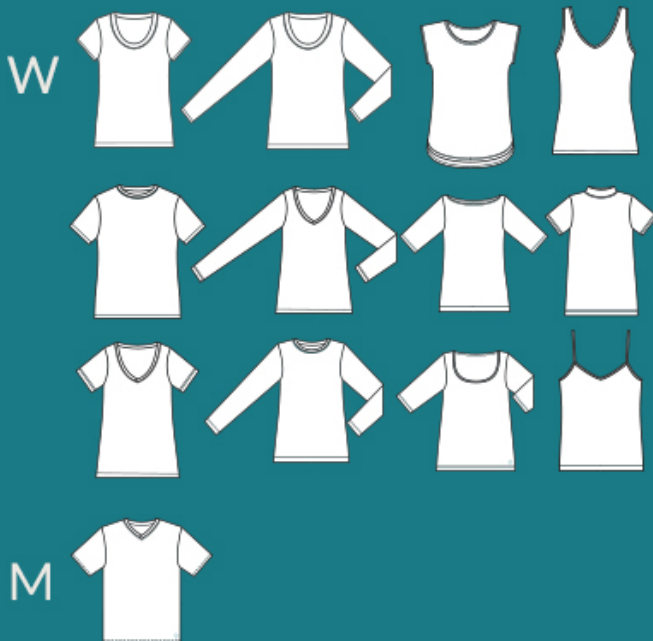
# OUR SIGNATURE FABRICS

made with organic Peruvian Pima cotton

## Eterna

Our most popular fabric. So silky soft and a perfect substantial but not too heavy weight. The hint of stretch adds incredible comfort and shape retention.

95% Organic Pima Cotton 5% Spandex  
Jersey



## Pura

For the purist, our smooth and dreamy soft all-cotton jersey is just slightly lighter than Eterna, but by no means tissue weight.

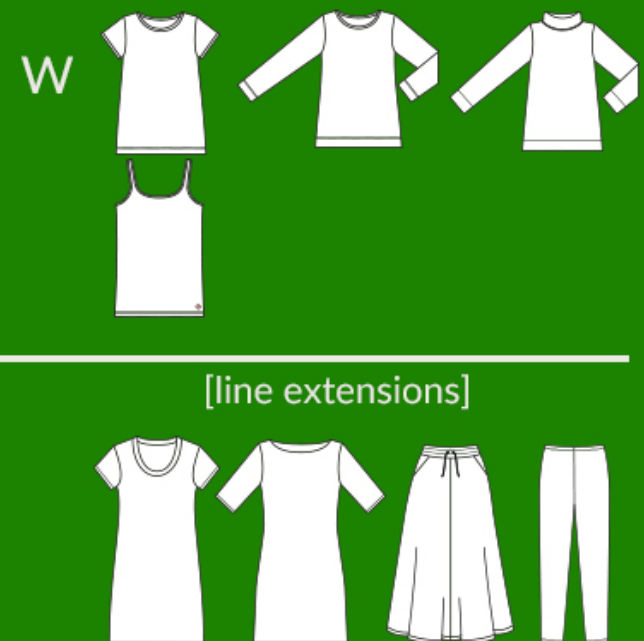
100% Organic Pima Cotton  
Jersey



## Serena

Our most substantial fabric. Its built in "mechanical stretch" allows it to stretch without the use of spandex. A beautiful sheen and gentle drape.

100% Organic Pima Cotton  
Interlock



# THE FAIR INDIGO FOUNDATION

The non-profit *Fair Indigo Foundation* supports schools and education programs in the communities where products are made.



The Foundation funds teachers' salaries, stocks school libraries and computer labs, and helps pay for building improvements.

