



ETHICAL KIND

Press Release: For Release March 2020

**No more sleepless nights!**  
**Ethical Kind introduces the ultimate organic peace silk pillowcase.**



Whether you are commemorating World Sleep Day (13th March 2020) or looking for the ideal gift for the perfect woman in your life this International Women's Day (8th March) and Mothering Sunday (22nd March).

March 2020 sees Ethical Kind introduce a second product line to its feminine White Lotus Collection - the organic peace silk pillowcases & pouch.

We want to celebrate the women in our lives, who have put themselves through countless, sleepless nights and are always there when we need them.

From hair stylists and beauticians to dermatologists worldwide, it is no secret to those in the know, that silk has magical properties. Beauty specialists have long recommended wearing and using silk for improving the health of your hair, hydrating and benefitting your skin and even improving your overall wellbeing.

For peaceful and beautiful night's sleep, Ethical Kind's organic peace silk pillowcase and sleepwear collection truly makes a perfect gift. Whether you gift it to yourself or for a loved one, the range is thoughtfully designed to last and executed to perfection.



ETHICAL KIND

"I buy Ethical Kind because we deserve to have something beautiful" is what our customers often tell us when they purchase.

Ethical Kind's signature organic peace silk (also known as "cruelty-free") is produced without killing the silkworms from natural silk rearing. Peace Silk is a renewable resource and 100% biodegradable with less impact on the environment than many other fabrics.

"We use Organic Peace Silk that is Global Organic Textile Standard (GOTS) certified. Meaning its production has defined the strict environmental and social criteria along the entire natural textiles supply chain. From the farm to the production, including dyeing and printing, we do not use any harmful chemicals in the process. We want to create beautiful pieces that retain the highest levels of comfort and quality innate to the fabric while also being kind to you, the people and the planet." Says Lily, the founder of Ethical Kind brand.



Ethical Kind's Organic Peace Silk pillowcases fit is standard size 50cmx75cm (20"x30") and comes with a matching pouch in the colour Ivory. Single pillowcase cost £85. The limited-edition is available online at [www.ethicalkind.com](http://www.ethicalkind.com).

For further press information contact:

Lily Chong

Email: [press@ethicalkind.com](mailto:press@ethicalkind.com) Tel: +44 (0)7447 919 730

IG: [@ethicalkind](https://www.instagram.com/ethicalkind)



ETHICAL KIND

FB: [@EthicalKind](#)

Pinterest: [@EthicalKind](#)

NOTE TO EDITORS:

About Ethical Kind

Ethical Kind ([www.ethicalkind.com](http://www.ethicalkind.com)) is luxury sleepwear for the conscious woman. It is born from the desire to make fashion better for the future. The label's natural silk camisoles, sleep sets and robes are crafted from luxuriously soft, 100% cruelty-free Organic Peace Silk that is comfortable to sleep in and beautiful to wear everywhere else. The label introduces a sustainable and renewable alternative that sees to preserve the natural landscapes, protect wildlife and provide a sustainable livelihood to silk farmers and artisan way of life so that future generations can thrive.

Other info of interest: [What's Cruelty-Free Silk](#) & [The Beginnings of Ethical Kind](#)