

— MIA FRATINO —

PRESS RELEASE

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Cashmere with a conscience: meet the new Australian label with an ethical, slow-fashion focus

Newly launched Australian label Mia Fratino epitomises an emerging attitude shift when it comes to fashion consumption. With a focus on slow fashion, sisterhood and stylish cashmere, Mia Fratino is dedicated to socially ethical production, environmental awareness, and supporting women in developing countries.

“Mia Fratino is a high-end, ethically produced, slow fashion alternative for buyers,” says co-founder and director Tim Fitzpatrick, “So there’s no need to compromise style for a clear social and environmental conscience.”

Made from 100% Mongolian cashmere, Mia Fratino’s garments are designed for sophisticated, independent women who meld a strong sense of their own style with awareness of their consumer footprint. Fitzpatrick says ethical production is a keystone in Mia Fratino’s manufacturing process at all stages.

“It’s not only to satisfy our own business ethics; more than 30 per cent of retailers who carry our clothes have ethical production policies. The retailers need to be able to relay this guarantee to their customers, who absolutely do not want their clothes to come at the cost of exploitation or suffering.”

Highlighted by the 2013 collapse of Rana Savar factory in Bangladesh, consumers are increasingly concerned by the true cost of ‘churn and burn’ trends and fast fashion. Mia Fratino’s garments are made entirely in its Australian-owned Sri Lankan factory, which maintains high-quality workplace standards and ensures no workers are exploited.

As a champion of environmentally responsible ‘slow fashion’, Mia Fratino creates timeless pieces intended for years of wear, not just one season. The company offers a bespoke ‘Rejuvenation and Mending’ service, as well as complementary cashmere care kits with purchase, to encourage repair and proper care over replacement.

“We’re not in the business of ‘fast fashion’,” says co-founder and designer Amy Jones, “Our designs are created with artisanal craftsmanship – the kind of care that is missing from disposable trend-based fashion – and we intend them to be worn for five or 10 years to come.

On average, Australian’s buy 27 kilograms of new textiles each year and, according to estimates from the Australian Bureau of Statistics, 23 kilograms of textile waste is discarded to landfill, per person. “This kind of excessive consumption and waste is unnecessary if buyers choose more mindfully,” says Jones.

An integral part of Mia Fratino’s ‘cashmere with a conscience’ ethos is the Mia Fratino Foundation (MFF), which supports women local to its manufacturing headquarters. MFF provides microfinance support to Sri Lankan women, which helps to fund business initiatives and break the poverty cycle, providing a positive impact on everything from quality of life to the local economy. The foundation is an integral part of the company’s ‘cashmere with a conscience’ ethos, promoting a holistic approach to ethical production through the entire process.

Mia Fratino’s AW17.1 collection will launch at the end of March, available online and in stockists Australia wide.

For more information, contact hello@miafratino.com or 1300 003 MIA, or visit www.miafratino.com