



About Ecoture Australia

With a philosophy that it should be cool to be kind, ecoture australia is a premium online retailer offering a curated collection of fashion, accessory and beauty products that are on-trend, innovative, sustainable, ethical and cruelty free.

Founded by mother and daughter duo Rebecca Dow and Caitlin Clark, the business was born out of a personal struggle to find covetable fashion and beauty products that were ethical and cruelty free. Rebecca and Caitlin quickly discovered this could be a time-intensive exercise, and one that could quickly see the international shipping costs piling up. And so the idea for ecoture australia was born.

Focused on uncompromising style and ethics, ecoture australia is passionate about partnering only with companies that share its core beliefs and that produce ethical products in a humane manner.

As Caitlin explains: "Our aim is to become *the* Australian online fashion and beauty destination for those fashion cognoscenti who are looking for real style, but not at the expense of our planet and its human and animal occupants. It should be cool to be kind, and by offering an on-trend collection of innovative products in one place via a premium online shopping experience, we're aiming to make that as easy as possible."

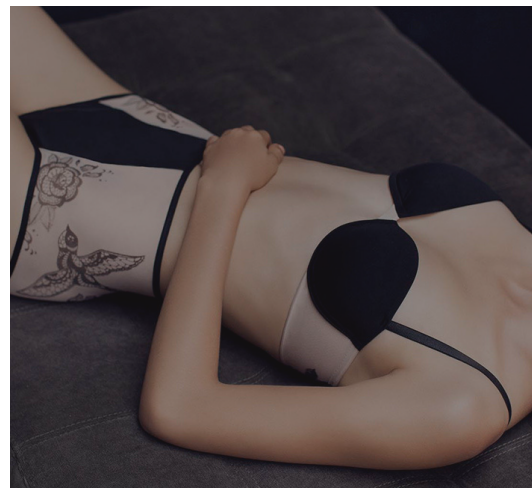
The pair are eager to share their finds with others and to spread the word that 'eco-fashion' is not a dirty word. "For many people, the term eco-fashion conjures up images of clothes that are, in short, unfashionable and unwearable, but there are so many fantastic brands out there designing awesome merchandise and with such inspiring stories behind them," said Rebecca.

ecoture australia has secured some of the coolest and most dynamic brands in this space from around the world. Brand highlights include Black Score (UK), Delicate Rayne (US), Alabama Chanin (US), Mud Jeans (Netherlands), Naja (United States), LaBante London (UK), LVX (US), NOAH (Germany), Wills London (UK), RAFA (US), Absolution Creative Apothecary (France) and . Local representation includes New Zealand's Kowtow Clothing and Australian brands Etiko, Moonbird Designs and Aura Make Up.

According to Rebecca and Caitlin, the more than 25 brands they have now is just the beginning. "We're continually on the lookout for new designers and products and are already working on expanding the range," said Caitlin.

Visit ecoture australia at ecoture.com.au.





ALABAMA CHANIN

United States

Natalie Chanin began Alabama Chanin in early 2000 with a focus on sustainable, organic and local materials to create simple shapes with beautiful textural details. The brand is mindful of manufacturing processes from seed to garment. With quality design and sustainability at the forefront, Alabama Chanin engages the local community in the business. It is a 'family of businesses', producing garments in the United States using organic US-grown cotton. All Alabama Chanin garments are 100% organic. The Heirloom collection is hand-sewn by artisans. The A.Chanin range is machine-sewn and embraces a commitment to local, hometown manufacturing.



BLACK SCORE

United Kingdom

This range of very cool slogan tees by Black Score is hand-printed with hand-drawn designs. The images and slogans are humorous and irreverent, making them highly covetable tees to team with your jeans or tailoring. Designer Simeon Farrar not only depicts stick figure celebrities such as Cara Delevingne, Karl Lagerfeld and Bob Marley with clever messages, but has also teamed up with organisations to promote various causes, such as the Gynaecological Cancer Fund and PETA.



DELIKATE RAYNE

United States

Delikate Rayne was founded by sisters Komie and Meg Vora. Raised in the US and of East Indian background, they defied expectations and social norms by pursuing their love of fashion with no formal industry experience. Using animal-free textiles and sustainable vegan leather, Delikate Rayne wishes to challenge preconceptions of 'vegan' garments through the use of clean lines and impeccable craftsmanship to produce timeless pieces. Each design is made in limited quantities in order to reduce waste and lower carbon emissions, and are produced by a family-owned and operated manufacturing company in the US. Delikate Rayne eschews the exploitation that is inextricably linked with fast fashion in order to offer a genuine and creative alternative.



KOWTOW

New Zealand

Kowtow offers certified, fair trade, organic clothing that is ethically and sustainably made. The label produces classic, stylish and limited-run pieces for women, without compromising on ethics and style. The shapes are refined with a fresh colour palette and prints to mix and match with ease. Each collection is manufactured in a fair trade factory in Kolkata, India, where employees are paid a living wage with additional employee benefits, and work in clean and safe conditions. Additionally, employees' children receive free schooling, and the factory sponsors Girls Education, Cow Shed and Cow Donation programs in farmers' villages to support the surround-ing communities.

All Kowtow garments are GOTS (Global Organic Textiles Standard) approved for the safety of workers and customers.



MONKEE GENES

United Kingdom

Phil Wildbore created Monkee Genes in 2006 due to his frustration at the existing denim market and disposable high-street fashion. A strong eco and ethical philosophy underpins the brand, with the Monkee Genes team aiming to raise public awareness of the many pitfalls of fast fashion.

Monkee Genes offers a wide range of innovative styles, fits and colours to appeal to customers and excite them to wear again and again. All of their jeans are fairly made, including organic jeans from Indonesia, ethically-produced jeans from Turkey, and grassroots jeans made in England. The brand works with carefully-sourced fabrics made by people who care because they are being cared for.



MUD JEANS

Netherlands

Bert van Son went to work in the Chinese textile industry at the age of 23. In 2013, with 30 years' experience in the fashion industry, he decided to offer an innovative approach to consumption to reduce the impacts of fast fashion. Employing a circular economy, Mud offers customers the opportunity to use and return their jeans, after which they are either upcycled or cut, shred, spun, dyed and woven into new cloth for new Mud jeans. By doing so, water consumption is reduced, and pesticides and landfill are eliminated from the process. Mud are selective about their manufacturing facilities and only work with partners who guarantee transparency, safe working conditions and fair wages. All of Mud's cotton mills are BCI (Better Cotton Initiative) and GOTS (Global Organic Textile Standard) certified. Mud is also a member of the B Corp community.



WOLF CHILD

United States

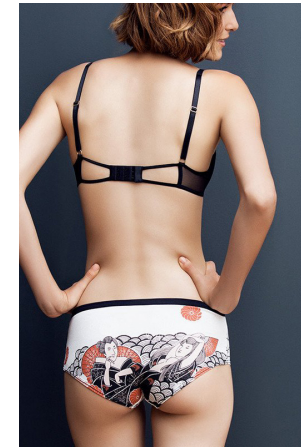
In 2013, illustrator Sabria Wolfchild decided to start her own brand, Wolf Child, with the desire to create vintage-soft and beautiful graphic tees. Dark, dreamy and bohemian, Wolf Child transforms Sabria's visions of nature and spirituality into great wearable design. Inspiration is drawn from the ancient cultures of the world, the majestic beasts of the wild, vintage 60s and 70s rock posters, art, flea market finds and the mysteries of the earth. All Wolf Child t-shirts are responsibly designed and manufactured. Modal and cotton are combined for a beautiful soft feel, and most of the fabric is sourced from the recycled pulp of birch trees. All garments are made in LA and Wolf Child ensures ongoing relationships with its workers, who are paid a fair, living wage.



NAJA

United States

Naja designs beautiful high-performance activewear, swimwear and underwear featuring stunning prints, sultry shapes, meticulous attention to detail, vibrant colours, lashings of rebelliousness and a whole lot of heart. Naja has a deep desire to make the world a better place through the design and production of its ranges. It employs single mothers or female heads of households in Columbia, paying above-market wages and providing health and child education benefits. In addition, through its Underwear for Hope program, Naja employs women in the slums of Colombia to make lingerie bags that complete each Naja purchase. This program allows marginalised women, who would otherwise have difficulty finding employment opportunities, to work from home and become their own 'micro-entrepreneurs'.



MOONBIRD

Australia

Based on the Northern Beaches of Sydney, and created by former costume designer Rachel Pines, Moonbird Designs produces sleepwear and loungewear made from GOTS-certified organic cotton. Each of its colourful prints are designed in house and through collaborations with small-scale artists and designers. Fabrics are then handprinted and handwoven by artists in India using GOTS-certified, AZO-free, colour-fast and environmentally friendly fabrics. Committed to transparency, Moonbird ensures it only partners with ethical manufacturers that are certified Fair Trade. Moonbird is also a B Corporation.



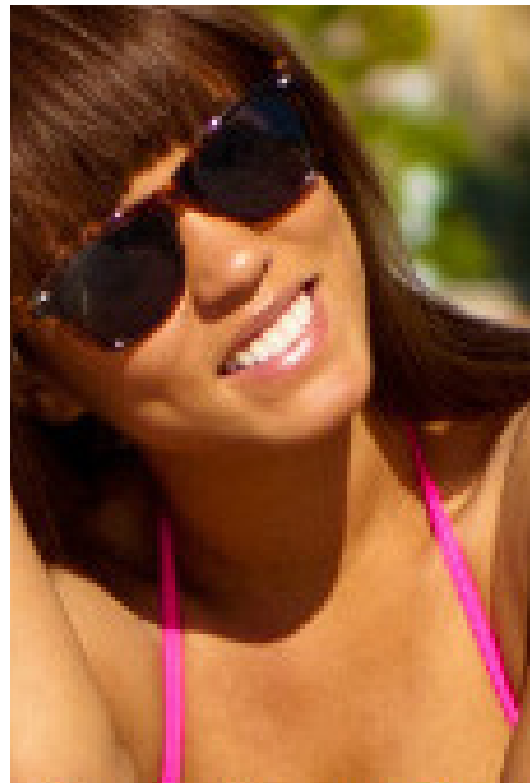
SWEDISH STOCKINGS

Sweden

Swedish Stockings was founded by Linn Frisinger and Nadja Forsberg in order to offer an innovative and environmentally conscious alternative to the cheap and harmful tights that saturate the market and pollute the globe. Made in Italy from recycled nylon yarn, Swedish Stockings are sustainably produced and of high quality so you can feel and look good. The company's factories use environmentally-friendly dyes, water treatment and solar power. Swedish Stockings are truly a forerunner in sustainable fashion.



FOOTWEAR & ACCESSORIES



ETIKO

Australia

In 2005, after not being confident that he could source sportswear or footwear that he knew hadn't been made by an underpaid worker or child in a developing country, Nick Savaidis set out to offer an alternative. Family-run Etiko uses fair trade and responsibly sourced materials to create products that empower the farmers and workers in their supply chain. Operating for over a decade, Etiko identify their greatest achievements as:

- Being the first non-food brand to gain fair trade certification (Australia/New Zealand/Pacific region);
- The first eco-friendly range of footwear (Australia/New Zealand/Pacific region);
- Teaming up with worker owned co-operatives in Argentina;
- Helping fund the creation of more than 300 micro businesses in Pakistan;
- Achieving A+, the highest ranking for the ethical supply chains in the 2013, 2015 & 2016 Australian Fashion Report (p.s. there was no report in 2014);
- And being the winner of the 2013 & 2014 Australian Fairtrade Product of the Year.



RAFA

United States

The label's collection is lovingly designed and hand-crafted by a group of 20 artisans. The brand was born out of a need for smart and timeless design that transcends trends. In the fight against fast fashion, RAFA is committed to the use of local craftsmanship, combined with top quality vegan materials to create a collection of accessible luxury footwear. All RAFA shoes and boots are made using ecologically friendly materials and sustainable processes.



NOAH

Germany

Founded in 2009, NOAH produces ethical and vegan, Italian handmade shoes, bags and accessories. Created by a small number of worker-friendly companies in Italy, Noah offers fashionable, high-quality vegan goods while respecting the environment, the animals and the human health. Maintaining the style, quality and comfort that is synonymous with Italian footwear, cutting-edge and sustainable technologies are used to create materials that are breathable, resistant to scratch and wear, non-toxic, partly recycled and recyclable. Noah ensures a superior fit, and a high standard of aesthetics and sustainability.



WILLS

United Kingdom

Will Green dreamed of bridging the gap between everyday people and ethical, vegan shoes. As a result, Wills offers contemporary designs echoing the latest fashions, that are both animal and human-friendly. The entire range is free of animal products while workers are paid in accordance with European guidelines. Microfibers are used to create shoes that look and behave just like leather but without harming anyone or anything in the process. By offering well-made products, Wills aims to provide long-lasting goods, quality goods that save you money.



LABANTE

United Kingdom

Established in London in 2009, 'FashionWithRespect' is the ethos upon which LaBante was built. With an unwavering attention to detail, LaBante offers a range of on-trend handbags that are inspired by fashion trends, art and culture. Only working with suppliers that conform to their standards of using ethically sourced and humane materials, LaBante combines seasonal collections with classic designs. Offering luxury without the harm, LaBante is a PETA approved vegan brand.



BRELLI

United States

The BRELLI is an innovative, socially and environmentally responsible solution to a luxurious umbrella. Handmade in Thailand, each BRELLI is expertly hand carved, making each component unique, so that no two BRELLIs are exactly the same. The film for the canopy was developed just for BRELLI and is biodegradable in both aerobic and anaerobic landfill environments. In an aerobic environment, the BRELLI biodegrades in the same manner as leaves and twigs, whereas in an anaerobic environment, it degrades into biogas that is able to be harvested, recouping more than 90% of the energy used to create the product. The BRELLI truly is both a luxurious and eco-friendly solution to sun and wind protection.



CHE SARA

Australia

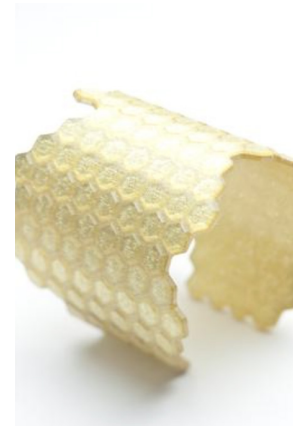
Che Sara is made up of mother and daughter team, Sara and Nilla. Between them, they have significant experience undertaking creative endeavours, heavily influencing the perfected quality of Che Sara products. Inspired by the Italian Summer, their candles elicit thoughts of blue waters, linen shirts, cool breezes, fresh ingredients, beach umbrellas, pastel houses, beautiful handmade objects and of course, feeling blissfully relaxed.



DCONSTRUCT

Canada

Inspired by nature and minimalist design, dconstruct is a range of eco-friendly jewellery made out of recycled resin. Based in Canada, products are produced using a minimum of 40% pre-consumer recycled materials, whilst organics and textiles are sourced from artisans in developing countries. By supporting tradespeople around the world, dconstruct aims to build healthier communities that are able to fight poverty, poor living conditions and illiteracy.



FOOTWEAR & ACCESSORIES

ORGANIC TAGUA

United States

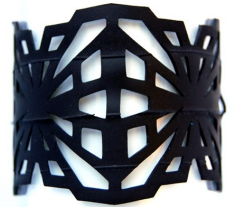
Ecuadorian born Soraya Cedeno founded Organic Tagua in order to give back to those who inspired her as a child. Now living in Florida, Soraya works with village artisans, aiming to create jewellery that is organic, eco-friendly, and sustainable while providing economic opportunities to those who produce it. Products are produced from Tagua nuts that have the same density and feel of ivory without harming animals or rainforests. Through a partnership with the government of Ecuador, artisans and provided business management education and training.



URBAN LACE

United States

Urban Lace specialises in making unique eco-friendly designer jewellery, created from recycled bicycle inner tubes collected from local bike shops. The company's goal is to make high quality, high fashion, environmentally friendly products that people love to wear. Urban Lace believes that a business should be environmentally, animal and people friendly. Their desire is that their jewellery will make people see a new way of living, a world where everything isn't disposable, but reusable. Urban Lace products are handcrafted and made in Portland.



WOODWEAR SUNGLASSES

United States

Based in Hermosa Beach, Woodwear is inspired by the surrounding beach culture and amazing natural landscapes that California has to offer. Describing what they do as 'wearable artwork', Woodwear creates sunglasses out of sustainable bamboo. Due to its rapid regenerative properties and fast maturation process, bamboo is an environmentally superior material. It's moisture resistance and durability mean the product performs better than hardwood in the long term.

Woodwear also donates a percentage of each sale to organisations that help others, supporting a new cause every few months.





ABSOLUTION CREATIVE APOTHECARY

France

Isabelle Carron had worked for numerous cosmetic and perfume brands when she decided to take the next step and create her own skincare and beauty range. With the aim of offering an approach to beauty that encompassed efficiency, assertive design, pleasure and soul, she took advantage of her affinity with botanicals and launched Absolution in 2009. Products are created from organic vegetable extracts and wild plants and feature a healthy dose of vitamins and minerals to restore and preserve your skin with stunning results. The range is perfect for both men and women and products are gentle enough for use on even the most sensitive skin. Absolution wants to help you maintain beautiful and healthy skin as well as contribute to a better world.



AHNESTI

United States

Ahnesti (pronounced 'honesty') Haircare provides a simpler choice for your hair: clean, healthy, toxin-free beauty that's performance driven. You no longer have to decide between health over beauty—or beauty over health. Ahnesti Haircare was created for everyone that shampoos their hair—in particular, those who care about their looks, their health, and the health of the planet. They provide natural, safe, biodegradable, and "look amazing" haircare that give you the confidence you need to show up in the world as your very best self. All Ahnesti products are natural, organic and effective whilst being free from cruelty and toxins.



AURA MAKE-UP

Australia

Aura is an Australian made and owned makeup brand creating products that are 100% vegan and cruelty-free. Its extensive range will appeal to the beauty enthusiast, the professional makeup artist, the fashionista, the everyday woman and even the supermodel. Aura's plant and mineral based ingredients have properties that can heal and soothe and that are gentle on the skin. Aura is continually researching ways to evolve and improve the benefits of its range, drawing on ingredients that have for centuries been used to heal ailments and skin issue, and that protect and enhance the skin. Aura empowers women with information that will allow them to make a considered purchase that benefits their skin and protects the environment.



EARTH TU FACE

United States

Founded in California in 2010 by Sarah Buscho and Marina Storm in their kitchen and herbal garden, Earth tu Face offers 100% plant-based, natural skin care. With their herbalist backgrounds, Sarah and Marina intentionally choose plants with healing and restorative properties in order to rejuvenate your skin. Earth tu Face products are free of toxins and synthetic compounds, based on the ethos that you should never put anything on your skin that you wouldn't put in your mouth. Using high-quality, organic, food-grade ingredients, all Earth tu Face formulas are original and tested on people, never on animals.



ECO TAN

Australia

After her world was turned upside down by divorce and her sister's cancer diagnosis, Sonya Driver spent two weeks volunteering in East Timor. After spending time in a community with little food and water, she gained perspective and returned back home to the Gold Coast.

Sonya's sister's melanoma drove her to start researching ways to tan without exposure to harmful UV rays or chemically-laden spray tans. Not finding anything safe enough on the market, she devoted her time to making an organic tanning range made from chocolate, flower essences and chamomile. Eco Tan is the only product range of its kind on the market, and in 2011 made history by becoming the first and only tanning manufacturer to be certified organic by the Organic Food Chain under the Australian government.



FRESH THERAPIES

United Kingdom

Fresh Therapies is based in Hampshire, UK. Its founder, Nicola Dickson, is a beauty therapist who branched out on her own after finding the 'sales mindset' of traditional salons detrimental to relationship building.

After much research when starting out, Nicola became convinced that offering natural and organic skincare was the only way to go. Unable to find a natural nail polish remover in order to perfect an almost chemical-free manicure, she decided to create her own. Her goal is now to continue developing natural products to offer a full hand care range that is full of the wonderful ingredients that mother nature has supplied us with. All products are made in the UK and none of the raw ingredients or end products will ever be tested on animals.



LVX

United States

LVX offers a range of nail polish and nail care products that evoke a sense of luxury and style, while being socially and ecologically responsible. Founded by brother and sister duo Branka and Rade Tomic, they combined their expertise in fashion and business development to create nail products that are 7-free, vegan and cruelty-free, without compromising on quality. Seasonal releases ensure that runway colours and emerging trends are always captured. All LVX products are produced in the US and are formulated without the use of Formaldehyde, Formaldehyde Resin, DBP, Toluene, Camphor, Xylene and Parabens. LVX is TPHP free and gluten free.



OBSESSIVE COMPULSIVE COSMETICS

United States

Founded in New York City in 2004 by makeup artist David Klasfeld, Obsessive Compulsive Cosmetics (OCC) offers cruelty-free, professional-grade makeup. Seeing many artists who weren't satisfied with the traditional options found on the market, Klasfeld aimed to develop products that were innovative in their use of colour, texture and range. Beginning with a pair of 'Tarred' and 'Feathered' lip balms, that WWD declared 'the talk of the show' at launch, OCC has continued to develop unique products that have become the favourite of many makeup artists working in television, film and advertising, as well retail customers. OCC products are both widely acclaimed and 100% certified vegan and cruelty-free by PETA.



YAROK

United States

Yarok, which means 'green' in Hebrew, was founded by Mordechai Alvow. Yarok's products are formulated from natural and organic botanicals that are consciously and responsibly harvested. The entire haircare range is free of alcohol, parabens, sulphates and is cruelty-free and vegan. They also smell great! Believing in being environmentally responsible, Yarok is committed to reducing its carbon footprint, and all of its labels are created from 80% non-GMO corn. The company donates 3% of its annual profits to the Pachamama Alliance to preserve the Amazon Rainforests.



*For all press enquiries and
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