



Former United Nations Data Scientist launches Data Apparel

Data Apparel is an ethical clothing company featuring beautiful data visualisations that highlight humanitarian and development issues

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Data Apparel is an independent business that harnesses the power of data and visualisation by offering a line of ethical clothing, seeking to promote empathy with, and spark a conversation about vulnerable populations. Data Apparel is staffed by British-Syrian couple Alex Rutherford and Neshwa Boukhari and is partly inspired by their experience living in the Middle East.

The clothing tells a story by depicting data about the state of the world. From responsibly sourcing clothing and packaging, to donating a portion of profits to international organisations that collect critical data around the world, Data Apparel prioritises ethical business practices. Alex Rutherford is the founder of Data Apparel and resident to Bath. He draws upon his first hand experience of the power of data to promote empathy and for storytelling gained working as a data scientist at the United Nations and Facebook.

Rutherford stated 'I started Data Apparel after seeing the power of data visualisation and graphic design to engage people and tell a story. Big Data is changing the world, from New York to Nairobi, and we want to empower people to be good global citizens through that data. In an age of fake news, we need to rely on data more than ever and to see clearly that many people across the world are living longer, healthier lives than ever before.'

Rutherford and Creative Director Neshwa Boukhari run Data Apparel between Bath and the US. An online store sells and dispatches items worldwide with striking inserts explaining the designs. Each purchase includes a donation to charitable organisations collecting data on vulnerable populations.

You can view and use high resolution photos of Data Apparel's products and personnel [here](http://dataapparel.co.uk/press-photos) (dataapparel.co.uk/press-photos) along with [further information](http://dataapparel.co.uk/about) (dataapparel.co.uk/about) about the company. Social media accounts and contact information follow below.

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