

## PRESS RELEASE - 9th September 2013

People Tree and Pachacuti are proud to launch the Fair Trade product label at London Fashion Week September 13th, 2013.



PEOPLE TREE  
GUARANTEED  
FAIR TRADE



PACHACUTI  
GUARANTEED  
FAIR TRADE

Award winning Fair Trade fashion brands, Pachacuti and People Tree, lead the movement as cutting edge designers committed to meeting Fair Trade standards throughout their supply chains. The WFTO Fair Trade label is the only way to accredit dedicated Fair Trade businesses that hold a 100% commitment to Fair Trade in all their activities. People Tree and Pachacuti follow and promote the WFTO's core Principles of Fair Trade, covering fair wages, working conditions, transparency, capacity building, environmental best practice and gender equality.

"Since the Rana Plaza tragedy, consumers want to know what to look for to be sure producers are treated well. People Tree started over 20 years ago in Japan and has pioneered a Fair Trade and organic cotton supply chain. People Tree launched the first Soil Association certified product manufactured in the developing world ten years ago. Not new to pioneering best practice, People Tree is pleased to be amongst the first to launch Fair Trade Certified label for clothing, from spring, summer 2014."

**Safia Minney, MBE Founder and CEO of People Tree – UK and Japan**

"Since becoming the world's first Fair Trade Certified Organisation by the WFTO, Pachacuti has continued to work towards pushing standards higher and improving traceability and transparency within our supply chain. We are now delighted to be amongst the first group of companies worldwide to receive the new WFTO label on our SS14 collection of Panama hats and our new collection of beach bags which we will launch at London Fashion Week. This label is an exciting development and I am sure that it will develop into a widely-recognised mark which will become a guarantee of the highest social and environmental standards."

**Carry Somers, Founder and Managing Director at Pachacuti**

"World Fair Trade Organisation is delighted that People Tree and Pachacuti will launch the new global Fair Trade product label at London Fashion Week. I'm Italian and love fashion, but I love good ethics too! People Tree and Pachacuti are skillfully combining both aspects."

**Rudi Dalvai, President, World Fair Trade Organisation**

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