



Hip, Ethical European Shoe Brand Now Available to US Consumers

New Feel-Good Fashions for the Socially & Environmentally Conscious

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Autonomie Project, Inc., an evolutionary social justice apparel company, announced today the arrival of its first footwear collection: the hot-selling UK-based sneaker brand Ethletic™. As the exclusive US distributors, Autonomie Project will offer all 9 styles of the classic looking ethical shoes, as well as the newly developed eco-friendly flip flops. The products are available online at www.autonomieproject.com and at dozens of boutiques across the country.

Ethletic™ footwear is truly one-of-a-kind. Based on the popular old-school canvas sneaker styles, these shoes are alternatively made with 100% organic cotton canvas and all natural rubber certified by the Forest Stewardship Council (FSC), meaning the rubber was actually tapped from a tree with no added chemicals or toxins and in a sustainable manner where no indigenous wildlife or people were displaced from the forest. The rubber is also fairly traded as the brand pays a premium to the rubber tappers in Sri Lanka increasing their wages to double that of the regional minimum wage and the shoes are stitched in a facility that is in line with Fair Trade criteria as outlined by the Fair Trade Labeling Organization (FLO).

For every pair of shoes sold, Autonomie Project gives an additional 25% of its cost to a Fair Trade Welfare Fund further ensuring that the shoes are not made under sweatshop conditions. Proceeds of this fund are used to improve the workers' local economy and to provide alternative or additional income opportunities to the community. Past projects implemented by the fund have included building a health clinic, starting a micro credit program to fund new, small businesses within the community, and to building a water access pipe bringing clean water from a far-away well directly to the villagers' homes.

Born out of frustration that most sweatshop-free clothing was unfashionable and most eco-friendly clothing was likely made in a sweatshop, Autonomie Project's mission is to supply high-quality, stylish garments to consumers that seek to make purchases that align with their values without having to sacrifice their own personal style. All while making a positive social impact on our earth and raising awareness about today's most pressing global issues.

“Autonomie Project provides conscientious consumers with an alternative to mainstream styles without the abuses to people, the environment or animals that some major companies indulge in,” explains Anne O’Loughlin, the 27 year old founder and President of the company. “When shopping with us, consumers are challenged to look deeper into their purchasing habits and realize that they have the power to make a value-based choice that has a ripple effect around the globe.”

For more information on Ethletic™ and Autonomie Project, please contact info@autonomieproject.com.