



Quirky UK Children's Brand Takes US Fair Trade Fashion by Storm

A new partnership between two fair trade clothing companies brings ethical gear to American youth

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This fall, Autonomie Project, Inc. a Boston-based pioneer in fair trade and eco-friendly footwear and clothing, will launch an international venture designed to provide the opportunity for children to sport socially conscious gear.

Autonomie Project recently forged a partnership with UK-based brand Little Green Radicals, one of only a handful of baby and children's clothing lines made exclusively with 100% Fair Trade-certified organic cotton. A fashion phenomenon in the UK since 2004, Little Green Radicals produces playsuits, t-shirts, bibs, and embroidered hooded and zip sweatshirts emblazoned with quirky colors, funky stripes, and humor ideal for young, budding "eco warriors." Catchy phrases like 'I Recycle My Tantrums', 'Get Up Stand Up', 'Keep the Planet Cool' and 'Locally Produced' adorn Little Green Radical products made through biodynamic agriculture from the best hand-picked organic Egyptian cotton and dyed using an eco-friendly process that is certified to Demeter standards. In addition to being environmentally friendly, these standards are also gentler on children's skin.

"Little Green Radicals is a model company that is not only providing high quality, truly green and ethical products, but also an opportunity to instill values of environmentalism and social justice in children," said Anne O'Loughlin, Autonomie Project's president and founder. "We are thrilled to have the opportunity to represent their fun fair trade products here in the US."

The Little Green Radicals US launch coincides with an expansion of the Autonomie Project partnership with Ethletic™. Since 2007, Autonomie Project has been the exclusive US distributor of the British-based producer of fair trade, environmentally sustainable sneakers. The August expansion will incorporate a children's line of sneakers into the Autonomie collection in 6 new, bright colors.

The new products will be available on Autonomie Project's website, www.autonomieproject.com, and at select stores throughout the country beginning in September.

For more information, visit www.autonomieproject.com, www.littlegreenradicals.co.uk, or contact info@autonomieproject.com.