



## **Fair Trade Fashion Company Creates Most Ethical Rain Boots**

All natural & sustainable, fair trade, and vegan Spring Rain Boots now on sale!

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On April 27th, Autonomie Project, Inc., a pioneer in the budding industry of fair-trade and eco-friendly apparel, will launch a new addition to their collection of stylish and socially conscious footwear: **100% fair trade, all natural, eco-friendly and vegan Rain Boots!**

In addition to the popular organic and fair trade Ethletic™ sneaker collection that the company already offers, this new silhouette will be available online at [www.autonomieproject.com](http://www.autonomieproject.com), as well as at dozens of boutiques across the country and into Canada.

Autonomie Project has once again joined forces for the production of this highly anticipated boot with their UK-based partners Fair Deal Trading, Ltd., a global leader in the ethical marketplace for fair trade fashion, sport and leisure products. Appropriately branded “GreenTips™”, the new line of rain boots are hand-made in Sri Lanka, and contain only fairly traded, natural rubber certified by the Forest Stewardship Council (FSC). This means the rubber used to make the boots contains no added chemicals, PVC’s, or toxins, and was tapped from a tree in a sustainable manner that prevents deforestation or displacement of indigenous people or wildlife.

The new line of GreenTips™ rain boots are the first of its kind and serve as a trendy addition to Autonomie Project’s footwear collection of casual sneakers and flip flops. Not only are they stylish, comfortable, durable and in high-demand amongst socially-conscious and mainstream consumers alike, but for every pair of rain boots sold, the company pays a fair trade premium to the rubber farmers that produce the boots. 20% of the cost of each boot is given to a Fair Trade Welfare Fund that pays an extra premium on the workers’ wages, provides benefits, and funds community welfare programs including an active micro credit program. This fund not only improves the quality of life for the rubber farmers, their families, and surrounding community, but provides sustainable employment opportunities for these workers as an alternative to working in sweatshops.

“The rain boots are a wonderful and exciting addition to our product collection,” said Gina Williams, Autonomie Project’s Co-Founder. “Not only are they cute but they are filling a much needed gap in the market. Currently, they are the only ethical rain boots out there. No one else has a boot that is fair trade, eco-friendly, all natural, and also vegan!”

The boots are available in a vibrant green with navy sole, in a limited first-run quantity. For more information or to purchase retail or wholesale in the US and Canada, please visit [www.autonomieproject.com](http://www.autonomieproject.com).