

## People Tree Foundation Launches with Limited Edition Bracelet exclusive to ASOS and backed by Jo Wood.

Submitted by: People Tree

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After pioneering the Fair Trade fashion movement for 10 years People Tree is launching its very own charity in February. For the launch the People Tree Foundation has teamed up with Marie Claire and asos.com to offer people a stylish way to support this important cause with a limited edition charm bracelet.

Made by Fair Trade producer Bombolulu in Kenya the bracelet will raise funds for the People Tree Foundation to help some of the most marginalised communities in the developing world.

Like Marie Claire and asos.com some of the leading public figures in fashion, social and environmental campaigning immediately saw the importance of this charity and gave their backing. Jo Wood, Colin Firth, Emma Thompson and Jude Law have all offered messages of support while Jane Shepherdson joins the board of Trustees.

"I'm delighted to be supporting the People Tree Foundation & People Tree as they lead the way in demonstrating how Fair Trade is so successful in enriching local communities. Fashion can be stylish, Fair Trade and also care about environmental issues. Think twice, be nice, Fair Trade." Jo Wood, Founder & Creative Director, Jo Wood Organics

The People Tree Foundation will work alongside People Tree, the Fair Trade Company which will continue to work to Fair Trade standards, paying a fair price, providing advance payments to producers when needed and working in long term partnerships. The Foundation will help to extend support to an even greater number of farmers and artisans, and develop educational materials and short films on Fair Trade

Vanessa Thompson, Deputy Editor of Marie Claire says "The limited edition charm bracelet we are supporting (in our March issue) is totally Fashion with Heart. It's affordable, stylish and feels good to wear, safe in the knowledge that proceeds from its sale are going to make a difference to the lives of those who really need it."

The silver-plated metal and stone limited edition bracelet is £25 and exclusive to asos.com

ENDS

Notes to editors:

1. Media Enquiries to: Antony Waller T: 020 7739 9659 E: antony.waller@peopletree.co.uk

2. Download an image of the bracelet from [www.prshots.com/peopletree](http://www.prshots.com/peopletree)

3. People Tree has been pioneering Fair Trade and sustainable fashion in Japan and Europe since 1997 [www.peopletree.co.uk](http://www.peopletree.co.uk)

4.The People Tree Foundation is a registered charity, number 1126532, fundraising from February 2009 but officially launching during Fair Trade Fortnight starting on 23rd February 2009.  
[www.peopletreefoundation.org](http://www.peopletreefoundation.org)