

Honest fashion, happy fish - the fair-trade streetwear brand making serious waves.

Submitted by: Catching A Fish In Norway
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The ethical streetwear brand playing the long game. #vivaelfish

Giant squids and whales rule the oceans of streetwear. Catching A Fish In Norway (<https://www.facebook.com/catchingafishinnorway/?fref=ts>) (CAFIN) is an award-winning, ethical alternative. We pride ourselves on swimming against the current and being intimate enough to care.

This means treating workers like human beings, championing our designers and doing what we can to help marginalised communities: sacrificing short-term profits to act with a conscience.

Cheap mass produced t-shirts have hidden costs: poorly treated workers, exploited designers and a significant environmental impact.

In 2014, Law students Paul Donati and Lottie Michael begun Catching A Fish In Norway, a social enterprise which works with farmers and manufacturers in rural India to improve organic farming, as well as working conditions throughout the fashion industry - implementing change through education and organisation.

"One shirt at a time, starting small, we are seeing that fashion design doesn't just influence our style, but the way we think about how our clothes are made"

CAFIN rejects the shortcuts taken by mega-brands, preferring a not-so-easy but very-happy production process, raising awareness of the issues along the way.

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Insta: @cafincollective (<https://www.instagram.com/cafincollective/>)

Insta 2: @catchingafishinnorway (<https://www.instagram.com/catchingafishinnorway/>) . Or meet us: 71-75 Shelton Street, Covent Garden, London WC2H 9JQ

Check out our AW16 lookbook here, shot by Wenxin Zhang.
(<https://www.dropbox.com/sh/sjnumum52o6gsuc/AACYcYYB0MGsXMIH1xgaqlhEa?dl=0>)

Notes to editors

Catching A Fish In Norway is an award-winning social enterprise based in London. In March 2016 Paul Donati was nominated as a European finalist for the Global Student Entrepreneur Awards at Deutsch Bank, Berlin.