

## **BISHOPSTON TRADING COMPANY**

# **Ethical trader launches sun-bleached collection for Spring 2008**

Ethical retailer Bishopston Trading has launched an expanded Spring Collection for 2008, with a palette of lilacs, mauves and greens.

The inspiration for the new season's colours comes from the sun bleached Mediterranean coast of south-west France, taking inspiration from the stone buildings, faded shutters, the abundance of flowers, olive trees and the deep blue green waters of the fishing ports.

New styles in the Collection include:

- **A pretty lawn dress with dropped waist, pin tucks and side ties. The dress, which can be worn on its own or over jeans, comes in cactus or blossom and is available in sizes 10-16. It retails at £33.**
- **Wide leg trousers with subtle printed yoke and a side zip. Available in sage, iris or marine, the trousers are available in sizes 10-16 and retails at £30.**
- **A pretty organic cotton handloom top with button detail on the neckline, available in cactus or heather, available in sizes 10-16 and selling for £17.00.**

The clothes will be available in Bishopston stores in time for Fairtrade Fortnight 2008 (February 25 - March 9<sup>th</sup>).

As interest in ethical sourcing and fairtrade grows, people who buy Bishopston clothes will know exactly where their clothes were made. For the company has worked for more than 20 years with weavers and tailors in the village of K. V. Kuppam in southern India where it provides employment for more than 500 people.

Bishopston Trading has five retail shops in the west of England, including Bristol, Glastonbury and Totnes. In addition, the company has stockists across the country plus a mail order catalogue.

Carolyn Whitwell of Bishopston Trading says: "Many people are becoming increasingly concerned with where their clothes come from and the conditions in which they have been made. They are concerned about working conditions and also the environment.

"Workers at K. V. Kuppam have secure employment and work in safe conditions. Rather than having to leave their home and community to seek work, they can remain close to home.

Indeed, most of the workers walk or cycle to the factory each morning."

Most fabric used by Bishopston Trading starts as a non-GM seed grown organically in the Kutch area of Gujerat in North India. The spun cotton is transported by lorry to K.V. Kuppam in Tamil Nadu where it is dyed (using non Azo dyes) and then handwoven.

The main fabrics are handloom cotton, denim and calico, certified as Fairtrade by the Fairtrade Foundation.

**Reader contact:** Bishopston Trading Company: Tel: 0117 924 5598

Fax: 0117 373 0254

Email: [mail@bishopstontrading.co.uk](mailto:mail@bishopstontrading.co.uk)

Website: [www.bishopstontrading.co.uk](http://www.bishopstontrading.co.uk)

Notes to editors: Media enquiries: For more information and high res photographs contact Helen Riley, Headline Media, on 0208 348 3103 / 07931 300 425 or email [helenriley@headlinemedia.co.uk](mailto:helenriley@headlinemedia.co.uk)

Background Notes: Bishopston Trading Company has five retail shops in the West of England (Bristol, Bradford on Avon, Glastonbury, Stroud and Totnes) plus stockists throughout the UK and Europe and a mail order catalogue.

All profits from the company are used to benefit the people of K. V. Kuppam through the company's registered charity, the South India Rural Development Trust. This trust has funded an architect-designed factory in the village offering excellent working conditions for the staff. There is a long tradition of hand-weaving in the village of K. V. Kuppam, in Tamil Nadu, southern India. The Bishopston Trading Company currently provides employment for more than 200 tailors, cutters and craft workers and 300 weavers. Many of the tailors and hand-finishers are women who can take advantage of the on-site creche at the factory.

The Bishopston Trading Company is a member of IFAT (The International Fair Trade Association) and BAFTS (British Association for Fair Trade Shops) and licensees of the Fairtrade Foundation.