

## **BISHOPSTON TRADING COMPANY**

### **Ethical dolls clothes from Bishopston Trading set to prove a hit with parents**

Parents who want to buy their children ethical toys now have more choice thanks to fair trade retailer Bishopston Trading.

The company is launching two sets of dolls clothes made of organic cotton – which will fit standard 18 inch baby dolls – in time for World Fair Trade Day (May 12).

The dolls clothes are being launched on ebay which has invited a select group of fair trade and ethical retailers to sell their products through a newly launched portal which can be found at [www.ebay.co.uk/fairtrade](http://www.ebay.co.uk/fairtrade) (from May 12).

As well as the new range which is made by tailors and weavers in the village of KV Kuppam in Tamil Nadu, India, the company sells five different sets of clothes for three different sized dolls.

Carolyn Whitwell, director of Bishopston Trading, says: “Many parents have a growing awareness of fairtrade and ethical shopping but when it comes to children’s toys there is very little choice.

“Dolls and dolls clothes are often made by poorly paid workers with few rights. We wanted to give mums and dads the chance to choose presents for their children which they can be confident are ethically sourced.”

The dolls clothes are made using organic cotton and are packed in an organic denim bag.

**Set 1** contains a pinafore dress, checked dungarees, a buttoned blouse, a butterfly bib and a nappy.

**Set 2** contains cuffed trousers, a long-sleeve blouse, a skirt with applique design, a butterfly bib and a nappy.

Each set costs £12.50 and some of the items are copies of the children's range sold by Bishopston Trading in its five retail shops in the west of England and through its mail order catalogue.

World Fair Trade Day on Saturday, May 13, is an international celebration of Fair Trade, with events organised worldwide. It is co-ordinated by the International Fair Trade Association (IFAT), which has over 300 members in 70 countries worldwide, ranging from producer organisations to dedicated fair trade companies.

World Fair Trade Day is an opportunity to draw attention to the work of dedicated fair trade organisations as well as the growing network of Fair Trade shops.

Carolyn adds: "Tailors in KV Kuppam can afford to feed and clothe their families, repair their homes, send their children to school and save for the future. The money they earn is spent locally which, in turn, creates more opportunities for more people.

"In addition to their wages, the staff have access to a provident fund for hard times, healthcare, sickness benefit and retirement."

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)

Up-to-date brochures can be sent out on request.



**Background Notes:** Bishopston is a one of select group of companies which have been invited to sell their products through ebay's new fair trade portal.

In addition, Bishopston 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 KV 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 KV 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. Employees are

offered secure employment and can remain close to their families rather than seek work elsewhere.

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.