

## Sustainable fashion from mini-o

Mini-o is a new brand of organic children's wear, designed for children within the age of 0-8 years. Mini-o introduces a collection covering underwear with happy, colourful print, T-shirts, trousers, sweatshirts, pullovers, fleece jackets and dresses in a classic design with nice colours combined with feminine and cool details. Furthermore mini-o launches a basic line of underwear, bodystockings and night wear, all made of organic cotton in a soft rib quality. The underwear comes in practical boxes and can be delivered with or without cool print.

Bettina Therkildsen, owner of mini-o says: "We would like to contribute to sustainable production and improved care for the planet. Therefore, all of our products have been produced in corporation with suppliers who use SKAL certified organic cotton and Oeko-Tex certified dyestuff and trimmings."

"Consumers often associate organic clothing with a romantic design and faded colours. We want to make a trendy and colourful fashion brand, which can change this conception. Our mission is to make fashion oriented consumers buy organic children's wear and thereby contribute to sustainable production so we can leave a clean environment for the next generation."

"We would like to appeal to the consumer's conscience. Why not buy organic if design, price and quality can compete with non-organic brands?" Bettina Therkildsen has a background from sales- and marketing, and 10 years of experience marketing branded goods within the IT-industry.

She says: "I had several exciting and challenging jobs within IBM with good colleagues and ideal working conditions, but one thought has frequently crossed my mind: There has to be something else – a way for me to make a difference in a broader perspective."

Stand H-042C



*Organic design with happy, colourful print.*



*"We want to contribute improved care for the planet by ensuring a sustainable production."*