

# Earthlings organic baby clothing has landed

Gill Alcock

New Zealand has a new organic and Fairtrade certified baby clothing brand and it's based right here on Waiheke.

Earthlings online store was launched last month by former Waiheke Marketplace advertising manager Hannah Shone. It offers a large range of certified organic cotton, baby and toddler clothing, and is also GM free.

All Earthlings organic clothes are dyed and printed using low impact environmentally responsible dyes and at no stages of processing have formaldehyde, solvents, silicone based softeners, toxic chemicals or azo-dyes been used, says Hannah.

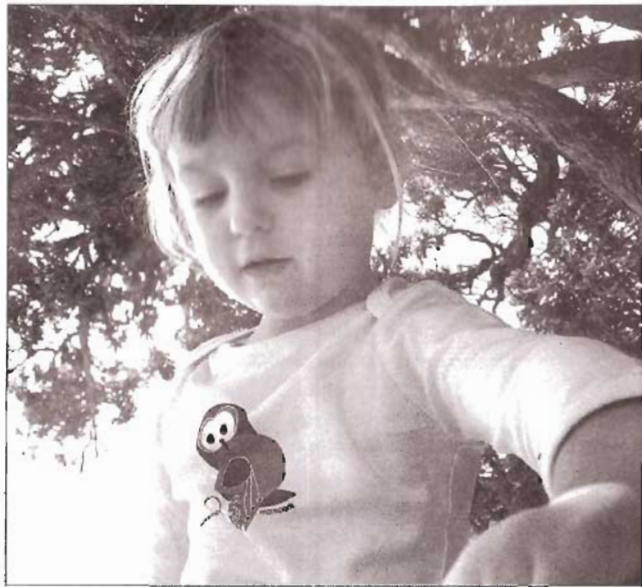
"We are excited to bring New Zealand parents a new Kiwi brand of funky, ethically conscious baby clothing and, with the economic situation as it is, we also want to protect

people's pockets by keeping our prices reasonable," she says.

"Protecting our NZ babies from the masses of chemicals we are exposed to in every day life is a big part of what inspired this business and we have worked hard to source the best designs and fabrics to create a truly organic range of clothing for New Zealand parents. And, as part of the collection has unique prints depicting native birds, a dollar from every printed garment sold is donated to the NZ Forest and Bird society."

Earthlings website also offer a social network called ParentBook with over 400 members – a place for mums and dads to discuss the joys and challenges of being a parent.

"This has been a real success and we have had a great response from parents throughout NZ," says Hannah.



*Natural clothing: Becky models a morepork envelope neck t-shirt*

"Earthlings ParentBook has everything that websites such as Facebook offers and a bit more – with live video/audio and text chat, personal profiles – the ability to upload music, video and photos."

Check out the products at [www.earthlings.co.nz](http://www.earthlings.co.nz). All those who sign up to their newsletter or join "ParentBook" automatically receive a 10% discount on all future purchases.