



The greatest underwear on the planet: Stylish, sustainable, fairtrade and organic.

Have you ever considered that your pants could honestly change the world for the better? Are you thinking about that elusive, Christmas, present that is gorgeous, quirky and ethical?

Pants are stylish, fairtrade, organic and beautiful ranges of cotton underwear for men, women and children: <http://www.pantstopoverty.com/>

And just for the Christmas period, the complete range is available to buy from Pants Pop Up Shop, 261 Pavilion Road, off Sloane Square, London SW1 OBP from 12 December to 5 January 2013.

Pants helps to alleviate poverty by working with 12,000 cotton farmers, supporting fairtrade, organic crop ownership. Manufacturing at the same time empowers 600 garment workers to earn a real living wage.

So it's not just bottoms which benefit. Pants underwear delivers a triple bottom business line, ethical profit for people and planet.

And true to its roots, the Pants pop up shop will be like no other retail outlet. The underwear ranges will be intermingled with cotton fabrics, seeds and spools, film and photography. These will take customers on a journey across the rolling mountains and fertile river basins of Orissa, India. The film and photography will give a rarely glimpsed insight into the process of cotton farming and clothing manufacturing.

Pants will be joined by good friends Junky Styling, Katcha Bilik, Bag it Don't Bin it, Velecto, Arthur and Henry and Caipora, appearing as guest brands in this unique space.

Ends

Notes to the Editors

The Pants range is currently available online at pantstopoverty.com and at Figleaves stores. It is currently stocked across 200 retail outlets in 200 countries. Pants will be available in other major shops from Spring/Summer 2013.

Press images available on request

For more information on Pants, its founder Ben Ramsden, the Pants collection and pop up shop contact:

emilia@pantstopoverty.com

Mobile: 07966 468216

Join the conversation:

www.facebook.com/pantstopoverty

twitter.com/pantstopoverty

Pants Pop Up Shop 2012 press launch:
7-9 pm 12 December

Customer opening hours:

8 December – 5 January:

Monday to Saturday: 10 am – 9 pm

Sundays 11 am – 5 pm

Closed Christmas Day and Boxing Day

Pants to Poverty is a Deloitte Social Innovation Pioneer. Deloitte has selected 30 socially innovative businesses from across the UK and provided them with a package of support to help them go mainstream. The programme forms part of Deloitte's wider responsible business agenda and continuing positioning around innovation and entrepreneurship.