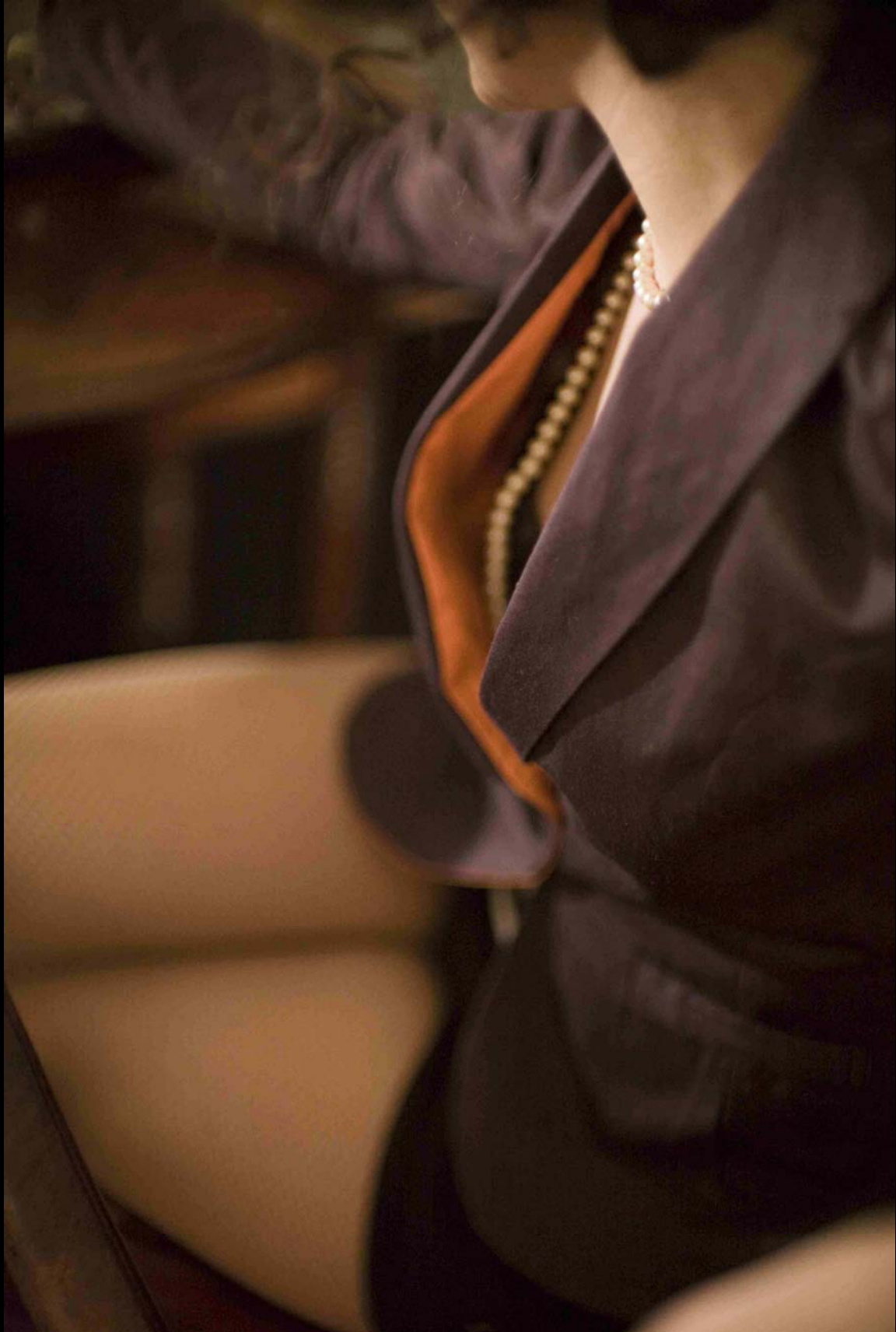


**Article 23**  
**Ethical Inside and out**  
**Autumn/ Winter 2008**



# Setting the scene...



From season to season, Article 23 signs ethical and organic collections that reaffirm its identity; marrying sportswear and eveningwear, a strong graphic black & white collection that is underlined by an exciting accent of color.

*“Everyone who works has the right to just and favorable remuneration ensuring for himself and his family an existence worthy of human dignity”*. In response to the article 23 of the Declaration of Human Rights, the collection is engaged from its conception to produce an ethical fashion brand. The collection is produced in India where it collaborates with a women self-employment center. Environmentally conscious, the collection is made of organic and natural, from fabrics to dying.

To underlined its “double” identity, this season Article 23 plays with the duel personality of each model declined in two versions, one sport-pop, the other more sophisticated and “habillé”, by changing the fabric, the color each items reveals a second nature. Since autumn 2007, Article 23 works with Conserve in India to add a range of coordinated accessories made from recycled plastic bags. This is part of Article 23 continual aim for a fashion collection that is both stylish and ethical.

# The Universe...



Article 23 or ethical fashion, one cannot exist without the other; it is the very core of this collection.

The collection itself is anchored on its own particular identity, the identity that is reaffirmed with each season... a collection where evening wear is mixed with daywear to create leitmotifs which become signatures; the plastron is one of those signatures. It can be found either on a graphic evening coat or again on the pure line of a shirt.

Article 23 is following its traveling within times and continues to marry styles. This season, the brand is inspired by the icon of the cinematographic art, the very charismatic actress Marlène Dietrich in her roles of the 20s.

But Article 23 knows also how to play forms and fabrics! Structured pieces were realized in supple and fluid materials, the brand perseveres in the environmental protection. After making the best of bio cotton, which it worked in jersey, poplin and twill; Article 23 pursues its journey on the road of the natural fabrics through the use of silk through satin and habutai !

# Autumn winter 2008 collection

Beyond its key colors that became the base of its wardrobe - black, grey anthracite, light grey, white - the collection AW 08 strews its colorama of points with purple and orange ... This color range introduces the mixture of styles!

From retro to modern, Article 23 is following its guideline for the 4<sup>th</sup> collection inspired by the glamorous universe of the 20's.

Must haves of this season impel the ecosphere of Article 23 - a structural style accented by the purple and orange. The "Eternal" range is still a hybrid of evening and sportswear, with a monochromatic range of black and white palette.

"Ethical, Organic and Smart" is the catch cry of *Article 23*, who creates modern day fashion. Both sophisticated and athletic, the Article 23 wearer can be donned in a plethora of pieces, subtly mixing textural contrasts of silk, satin cotton, poplin, jersey, cotton pique and striped looks.



# An idea, a project...

Article 23 is the product of a partnership linking creativity, fair-trade project and sustainable development.

## *Fashion Designers...*

Article 23 is the result of a tight partnership between two gifted designers:

### **Adam Love, Graphic Designer**

Adam Love has worked for the last twenty years in a variety of creative fields and it is this experience that he has brought to the collections he has created for Article 23. Sought by his multiple artistic activities, he focused for the Autumn Winter 2008 on the Men collection.

### **Naia Rico, Ethical Fashion Designer**

Naia Rico, a young and cosmopolitan stylist, inspired herself from the various cultures she was brought up in. Born in Denmark, from a Portuguese father and a Danish mother, she did her stylist's education in London in the two prestigious schools of Central St Martin's and London College of Fashion. Rubbing elbows with Haute Couture and collaborating with stylists such as Matthew Williamson, Ann-Sofie Back and Berube, Naia Rico learned different techniques, from the art of the corsetage, to the work of noble fabrics, through graphic design... Thanks to her fascinating background in the heart of London fashion, Naia Rico knew how to rise herself up an appropriate, multicultural, contemporary artistic universe.

Naia Rico has been quoted as one of the most promising young stylist of London in a BBC program about Ethical fashion. The inherent concern of her work is the alliance between style and ethics, still working with organic fabrics. For Naia Rico, fashion is a simple and accessible means of communication. An image is direct, so is a garment "*No word is worthy; silence is its most simple expression*".

**By turning their conceptual approach commercially, this duet managed to create a sophisticated and accessible collection.**

*Article 23,  
a registered brand of La Compagnie du Commerce Equitable...*

*La Compagnie du Commerce Equitable* is an active member in social economy and Fair-trade. Its goal is to reinforce fair-trade by initiating sustainable partnerships with disadvantaged or excluded producers worldwide in a social-conscious framework. Dynamic force since 2003 in the world of decoration, it has now added a fashion line to its portfolio working to create a brand that is ethic & chic, creative & just.

## *The production...*

Highlighting the Indian tailoring know-how is the motto underlying each creation of Article 23. Made in a women self-employment workshop located in the slums of Mumbai, Article 23 is wedded to create a long-lasting partnership with the manufacturing works. "*Thanks to the tight collaboration with the designers, Article 23 is fully committed to modernize fair-trade fashion by helping and tutoring a non-trained workforce*".



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