

Launched to critical acclaim!

Ethika



The Ethika collection features unique embroidery appliqué, cutwork, beading, hand embroidery, and block printing, all embellished by poor communities in Pakistan. Designed in limited made to order, traditional yet sophisticated small runs for exclusivity. Garments are made with fair-trade certified cotton from India, as well as community trade chiffons, satin and brocade fabric from Pakistan. Ethika creates timeless exquisite pieces for confident women who covet fairly sourced premium garments.

Ethika ultimately aims to eliminating poverty, empower women directly through trade, create hope for orphans by donating 25% profit towards maintaining an orphanage, helping poor cotton farmers from India get a better deal, and help undergraduates gain credible work experience to vastly improve their chances employment.

Designer profile: **Rubana Ahmad**

Ethika is a new Ethical Fashion label, committed to eliminating poverty through Fair Trade. We strive to work with poor producers that hold amazing skills, from cut-work, beading, appliqué, block-printing and unique thread work. We create charming, short-run limited collections. Most of our fabric is sourced from local communities to boost trade; we employ widowed women to whom we provide a valued source of income.



Jenny Holloway
Director

Jenni Sutton
Creative Assistant

Showroom: Fashion Enter Representing, Unit 2, Centrale Shopping Mall, 21 North End, Croydon CR0 1TY