

## Launched to Critical Acclaim!



MUMO is a new and exciting label which provides an eclectic mix of style and passion for today's dedicated fashion follower. MUMO's merchandising material communicates the concept of social reinvestment to the consumer so that a direct link is made between purchase and social action. In this way consumers are able to directly contribute to the development of more fairly traded products each time they buy.

MUMO reinvests part of its revenues back to the communities where the clothes are made as well as setting a trading policy committed to fair wages and good working conditions. In addition MUMO asks suppliers for a longer term commitment to source ethically where possible.

This exciting new label is now part of the Fashion Enter agency Representing...where already there have been many enquiries regarding the forthcoming season. If you wish to view this collection please contact the showroom below.

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

### Designer profile: Kirstin Samuel

"It makes perfect economic sense for all concerned." explains Kirstin Samuel, brain-child behind Mumo. A Glasgow-born entrepreneur Kirstin has a keen eye for style and a determination to make a difference in the cut-throat world of fashion. After spending six months in Brazil working voluntarily and learning Portuguese, Kirstin is confident that MUMO will strike a chord with everyone involved, as she explains:

"As society is now starting to think about the negative impact of fast fashion on a large scale, MUMO offers a long term answer to the social issues currently being faced by the (fashion) industry in Europe and also Brazil. It is a different way of thinking about ethical fashion and uses existing brands to carry the message to an increasingly aware market place. Working with highly acclaimed established brands MUMO has longevity and is part of a greater trend in society that is here to stay; not just for a couple of seasons!"



Jenny Holloway  
Director

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