

# People Tree

## Sustainable and Fair Trade Fashion

Help us overcome the hurdle of profit before people and make giant leaps in environmental awareness by taking part in a live brief for People Tree.

In 2012 countries from all over the world will come together in a celebration of sport that promotes fairness, unity and mutual respect. Whether the countries are from the North or South, rich or poor, they unite in a circle of goodwill. It's these qualities that People Tree champions and campaigns for within the fashion industry. Both our producers and customers are in a race for justice and equality where it's possible for everyone to be a winner.



As the country focuses on these qualities of honesty and respect, People Tree is starting our own competition. We think Fair Trade is worth a gold medal and want you to help us visualise this.

**The Design Brief:** To design a tshirt graphic for our 2012 collection to be printed on 100% Fair Trade and Organic certified cotton.

The design should:

- Focus on the five key countries of People Tree, which have been linked together for 20 years – The UK, Japan, Bangladesh, India and Nepal.
- Encompass the idea that these countries and cultures are unified through sport.
- Include key colours, yellow, green, black and red.
- Show that through working as a worldwide team we can create a better future.

## Terms & Conditions

The design should be based upon a white cotton base with a maximum of five colours used. The design can be either a placement or all-over print.

The competition is open to anyone above 16 years old.

The winning design has the opportunity to be placed into production and promoted throughout the People Tree network \*. The winning designer will also receive 20 of their tshirts and £500 worth of People Tree vouchers.

Designs should be sent by 31<sup>st</sup> August 2011 along with your name, age and contact details by either:

Email - [pr@peopletree.co.uk](mailto:pr@peopletree.co.uk) (please include DESIGN COMPETITION in the subject line)

Post – Design Competition, People Tree, 5 Huguenot Place, 17a Heneage Street, London, E1 5LN

\* People Tree reserves the right not to put any product into production should there not be a suitable design submitted. The winning design would become the property of People Tree.