



GLOBE HOPE

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GLOBE HOPE AUTUMN-WINTER 2007-2008 COLLECTION: ICE

Welcome to the winter wonderland of the future, where snowflakes have turned to rain and snowdrifts have surrendered to the mud beneath.

What has made icicles and frosty nights a thing of the past and robbed polar bears and penguins of their arctic home?

The changing climate affects the entire world, beginning with the arctic regions and their inhabitants. Global warming is melting glaciers, changing the living conditions of arctic animals and is threatening the earth's entire ecosystem. Globe Hope is determined to take part in the battle against global warming and continues to actively promote responsible consumption and ecological living.

Globe Hope's new collection reminds us that each person's small decisions matter and in this spirit we will donate a proportion of the profits for the WWF's Arctic Programme.

(www.panda.org/about_wwf/where_we_work/europe/what_we_do/arctic)

Globe Hope's fall/winter 07-08 collection is inspired by ice, frost and the true arctic winter. Army sleeping bags have now found a new life as jackets and pinstripe suits and vintage home textiles have been reborn as stylish skirts and accessories. Prints will take you to the world of polar bears and snowflakes...

More information and pictures of Globe Hope collections can be found from: www.globehope.com/press. The username is "press" and password "hope10".

FABRIC REDEFINED



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GLOBE HOPE DESIGN

GLOBE HOPE design team is lead by Anna Huoviala. The idea of GLOBE HOPE was born from the longing to create individual clothing without increasing the endless amount of material in the world. GLOBE HOPE clothing is redefined from already existing materials such as old hospital textiles, army wear, working clothing, industry remainders and those recycled by consumers. By recutting, resewing, redying and reprinting GLOBE HOPE clothes get a new life as fashion of today. The GLOBE HOPE collection is at the moment sold in Finland, Sweden, Denmark, United Kingdom, Japan, Germany, Belgium, Italy, Spain, Luxemburg and Switzerland.

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Globe Hope Ltd. is an innovative Finnish design company. It designs and produces quality fashion for intelligent urban style wizards with values that appreciate sustainable development.

GLOBE HOPE collections have been noted worldwide. GLOBE HOPE has been featured in magazines such as Sport and Street, Elle Teen, Pap, Muoto and Trendi. Among others, Amnesty International Finland chose it as their designer of the year 2005. In December 2006 Globe Hope was awarded by the Finnish Ministry of Culture and Education for significant work in the field of art and culture in Finland. The arguments for getting the award were: an innovative concept that combines recycling and serial production, ethical and ecological entrepreneurship and export in the field of art and culture, aesthetically and functionally high-quality production, creation of fresh everyday-fashion and providing an alternative for people.

For more information on Globe Hope Ltd. and The Fall-Winter 2007-2008 collection please contact:

Managing Director Seija Lukkala

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