



**GLOBE HOPE**

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## GLOBE HOPE SPRING-SUMMER COLLECTION 2010

### CONCEPT - MOTHER EARTH

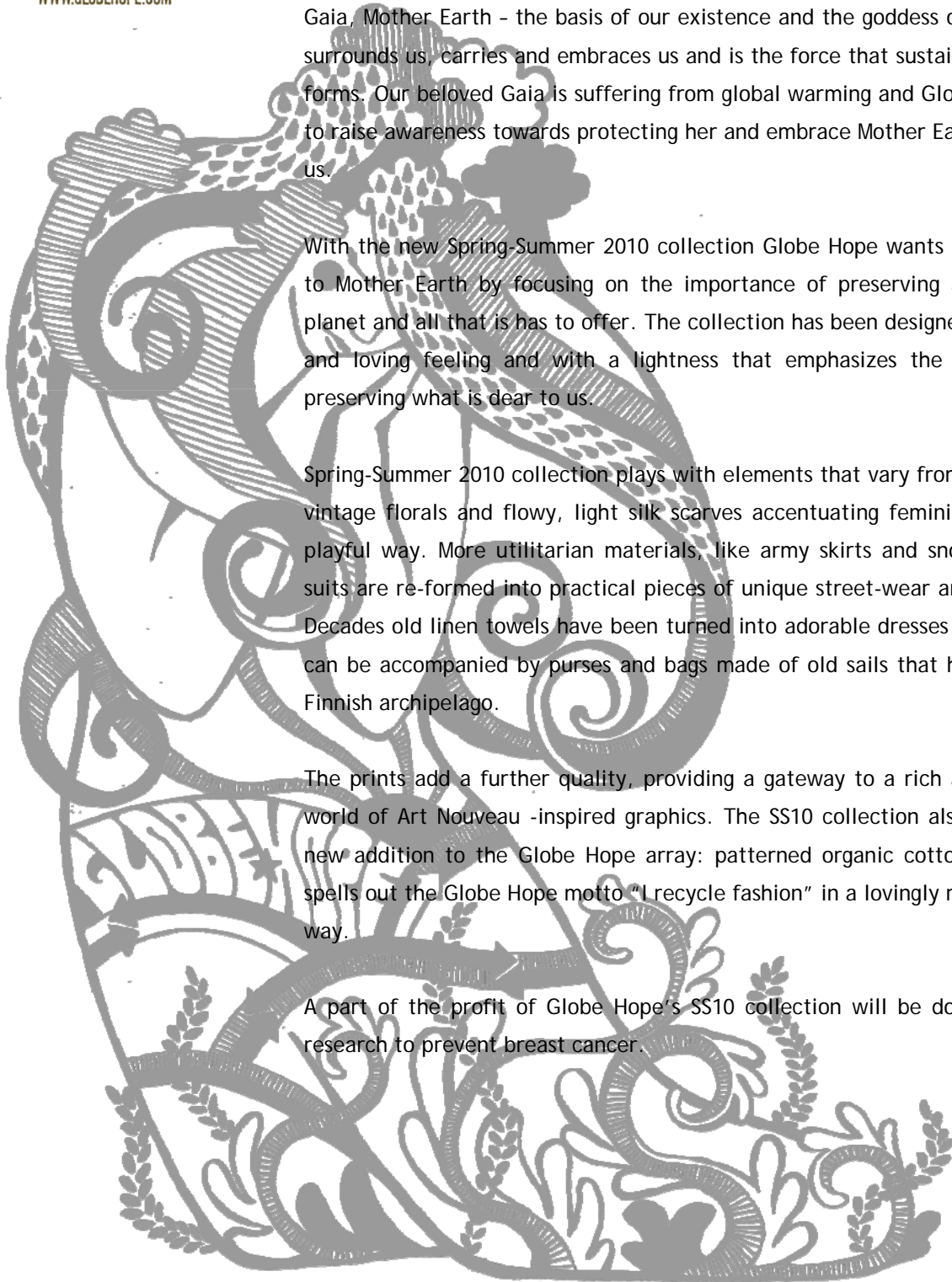
Gaia, Mother Earth - the basis of our existence and the goddess of fertility. She surrounds us, carries and embraces us and is the force that sustains life in all its forms. Our beloved Gaia is suffering from global warming and Globe Hope wants to raise awareness towards protecting her and embrace Mother Earth like it does us.

With the new Spring-Summer 2010 collection Globe Hope wants to pay homage to Mother Earth by focusing on the importance of preserving and loving our planet and all that it has to offer. The collection has been designed with a warm and loving feeling and with a lightness that emphasizes the importance of preserving what is dear to us.

Spring-Summer 2010 collection plays with elements that vary from 60's and 70's vintage florals and flowy, light silk scarves accentuating femininity in a girly, playful way. More utilitarian materials, like army skirts and snow camouflage suits are re-formed into practical pieces of unique street-wear and accessories. Decades old linen towels have been turned into adorable dresses and skirts that can be accompanied by purses and bags made of old sails that have sailed the Finnish archipelago.

The prints add a further quality, providing a gateway to a rich and decorative world of Art Nouveau -inspired graphics. The SS10 collection also introduces a new addition to the Globe Hope array: patterned organic cotton tricot which spells out the Globe Hope motto "I recycle fashion" in a lovingly rich and playful way.

A part of the profit of Globe Hope's SS10 collection will be donated towards research to prevent breast cancer.





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#### GLOBE HOPE DESIGN

The idea of Globe Hope was born from the desire to design and produce quality ecologically aware fashion for people who value sustainable development. Globe Hope clothing has been given a new life from already existing products and materials such as old hospital textiles, army wear, work-wear and vintage materials. By re-cutting, re-sewing, dyeing and printing, Globe Hope clothes are re-awoken pieces of history that serve a forward-looking and fresh contemporary youth.

#### GLOBE HOPE LTD.

Founded in 2003, Globe Hope Ltd. is an innovative Finnish design company with a team that consists of young and old alike. Fusing a versatile and necessary mixture of lively energy and invaluable experience, the Globe Hope team is able to create an answer to the need of individuality, whilst addressing issues such as sustainable development through re-using excess material.

Globe Hope has already been the recipient of many prizes over the last few years, notably receiving "Designer of the Year" in 2005 from Amnesty International, and more recently winning the prestigious "Suomi Palkinto 2006" for significant contribution within the fields of Art and Culture. The Globe Hope collection is currently sold in Europe and Japan.

For more information on Globe Hope Ltd. and the Spring-Summer 2009 collection please contact:

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