

# Fashion Innovation

## Cause-Conscious Clothing

Help your clients give back by selecting products that give back while they promote. Project Iris, a line of women's clothing made in the USA, was developed with a purpose in mind – so women can purchase fashion they love while supporting a cause that resonates with them. A portion of each Project Iris sale is used to provide meals to mothers and young children in the developing world. These gorgeous garments feature burnout and other popular fabrics and styles and are decorated with spring 2012's biggest trend: floral prints. Though Project Iris has a wholesale program, you can help your retail and boutique clients set up their own cause-conscious clothing models with any product. You provide the affordable garments and stunning decorations; then, help your clients devise a plan to donate a portion of the proceeds for each sale to a charity of their choosing. When beautiful decorations meet a charitable cause, everyone wins.

JULIE A. CAJIGAS is a contributing writer to Stitches.



Project Iris offers a wholesale program. For more information, call (513) 489-5683 or visit [www.projectirisclimbing.com](http://www.projectirisclimbing.com).



Circle 36 on Free Info Card or visit [www.stitches.com/freeinfo](http://www.stitches.com/freeinfo)

# REACHING NEW LIMITS IN A NEW YEAR

View Our New Styles Collection at [WWW.OUTDOORCAP.COM/PROMOPRODUCTS](http://WWW.OUTDOORCAP.COM/PROMOPRODUCTS)



**PDT-700**  
6 Panel, Pigment Dyed Cotton Twill  
Unstructured, Low Profile (D)  
Pre-curved Visor  
Adjustable Hook/Loop Tape Closure  
One Size Fits Most



**TIE-100**  
6 Panel, Cotton Twill  
Unstructured, Low Profile (D)  
Heavy Washed, Pre-curved Visor  
Adjustable Hook/Loop Tape Closure  
One Size Fits Most



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