

HERE COME THE GIRLS...

Get the Feel-Good Factor this Christmas with ETHICAL JUST GOT FABULOUS

**A unique shopping experience at the UK's first ethical pop-up department store
20th Century Theatre, Notting Hill**

Saturday 4 December (10am-6pm) & Sunday 5 December (11am-5pm)

with a private preview evening for press, industry and VIPs on Friday 3rd December (6-8pm)

Bringing together a host of boutique ethical brands, all showcased over two days on the first weekend of December, Ethical Just Got Fabulous makes its Notting Hill debut at London's 20th Century Theatre. Hosted by Livia Firth, Britain shows it has got plenty of ethical talent with a brand line-up that includes award-winning designer Izzy Lane, Fifi Bijoux, Livia's own sustainable boutique Eco Age, and Bottetop, famous for its bestselling bag collaboration with Mulberry.

Supported by Magic FM and Champagne Lanson, shoppers will be able to browse a unique selection of Christmas gifts, from clothing, accessories, homewares and jewellery to handpicked stocking fillers. Visitors will be treated to live jazz, mulled wine and a raffle for a chance to win a Fabulous Christmas Hamper worth £1,000. Proceeds from the raffle go directly to Cash for Kids, a charity which supports disadvantaged children within London.

Fair trade to the core, Ethical Just Got Fabulous provides a glamorous platform for Britain's aspiring ethical stars. A not-for-profit company working to bring ethical shopping to the forefront of consumers' minds, Ethical Just Got Fabulous showcases a host of brands that embody both fair trade principles and essential style. At the same time, the event provides a unique opportunity to increase routes to market for exhibitors, raising their brand profile among industry figures, buyers and press through a private preview evening and Champagne Lanson reception. Offering a new shopping experience for consumers and retailers alike, Ethical Just Got Fabulous shows it has more than just the x factor when it comes to feel-good Christmas shopping.

Doors open on **Saturday 4th December 10am - 6pm and Sunday 5th December 11am – 5pm** and it's free entry for all. So why not pop down and get Christmas wrapped up the fabulous way!

WWW.ETHICALJUSTGOTFABULOUS.COM

Editors' notes

Recently launched by Naomi Cornelius-Reid (Director, NV London Calcutta), Katy Pullen (Director, Aspara) and Leona Mani (Director, Bestfairtrade.com), these three female entrepreneurs decided it was about time that you could find the best in ethical fashion and lifestyle under one roof, and so 'Ethical Just Got Fabulous', the first ethical pop-up department store showcasing emerging ethical designers, talents and brands, was born.

Striving to practice what they preach, the girls have also set up a Future Fabulous competition for local schools to create sustainable Christmas cards and decorations. All entries will be judged by the 'Ethical Just Got Fabulous' expert panel, featuring Livia Firth of Eco Age and Neil Fox of Magic 105.4 FM, where the winners will receive ethical goodie bags to the value of £100 and their cards and decorations sold over the weekend to raise funds for Cash for Kids.

To attend the private press and special guest preview evening on Friday December 3rd

Or for more information, interviews and images please contact

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