

## **MEDIA RELEASE**

### **eco peko - Organic Clothes for Eco Angels**

**eco peko** produce cool organic kids clothes in Australia, for the little greenies in our lives. The range includes high thread count organic cotton daywear and the bamboodie, a beautifully light hoodie coverall for the beach.

Justine Davis, owner and designer of eco peko started selling her label wholesale and retail in June 2008 after great success at the Kalamunda markets in Western Australia. She decided that she wanted to work with sustainable fabrics and set out to reach a broader market. She sought a market of people who understood what was happening to the environment and wanted to do everything possible to help stop it.

Owner/designer Justine Davis said, "As a mum of 2 little eco angels, I was inspired by my children and our environment to produce a range of clothing that both my babies can wear, is kind on their skin and the environment and I think they look great in."

"There are very simple things that we can do to make a difference and I love sharing that with people.", Justine Davis continued.

The earth friendly fashion range is made from 100% Certified organic cotton or bamboo, has a super high thread count (really soft stuff) and the knitting, stitching & dyeing processes are green from top to bottom.

The range grew in November 2011 with the semi formal Classic Range. This linen feel organic cotton and naturally dyed range is multi sized (a dress becomes a top, lasting a little girl at least four years) and includes a one size fits all (even pregnant!) halter for women.

The eco peko product range is currently sold in selected boutiques around Australia

In 2011 eco peko was affected by the fires in Roleystone and had a roll on effect by the floods in Queensland.

However, eco peko was accepted into the Small Business Advisory Services – National Disaster Assistance (SBAS-NDA) program that was set up to provide support to small businesses directly or indirectly impacted by all the natural disasters that occurred in Australia since October 2010. They now have the opportunity with the Belmont Business Enterprise Centre (Belmont BEC) to receive business assistance 'virtually' through 'My business incubator'. The program delivers support via one-on-one telephone assistance, email, mentoring through web meetings and group training webinars. All services are provided free or low cost, by specialist business advisors and with assistance from industry professionals.

Justine Davis said, "By taking advantage of the SBAS-NDA program we are now moving forward and everything is going really well. I'm excited to start 2012."

To find out more about the SBAS-NDA program or the business advisory services offered by Belmont BEC, log onto [www.mybusinessincubator.com.au/register](http://www.mybusinessincubator.com.au/register) or [www.belmontbec.com](http://www.belmontbec.com)

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**About: Eco Peko**

eco : concerned with living things in relation to their environment  
peko : Ancient god of crops. The protector of the fields.

eco peko is an organic clothing label for eco angels. All of their pieces are of high quality (made for hand me downs) and extremely soft.

As a mum of 2 little greenie's, owner/designer Justine Davis was inspired by her children and the environment to produce a range of clothing that both her babies can wear, is kind on their skin and the environment and they look great in.

A few of the other things that influence Justine are the things that she loves about her life.

- Extended family.
- Growing vegies
- Being Involved.
- Her kids helping each other.
- Chooks, trees and her backyard in Roleystone.....

eco peko is for kids that care about their planet.

eco peko is for families who look to simplify their lives, that build communities and grow their own vegies

[www.ecopeko.com](http://www.ecopeko.com)