



## **Media Release Knitting on the Conscious**

**Tierra Ecologia Australia** is a fashion label with a conscious. The labels manifesto, conjured by the company's creative director, Charlene O'Brien, espouses that "the aim of the label is to focus on environmental and social projects by designing clothes that are good for you."

It's not often that a label is determined to make clothes that are "good for you" as well as unique and stylish. But Tierra Ecologia Australia manages this with its range of beautiful hand dyed silks, hems and sustainable eco denim crafted knits and crochet.

Charlene O'Brien was born in Zimbabwe, studied at the London College and now resides in Perth Australia. Charlene is determined to continue creating the ecologically sound and personally rewarding fashion that is the mantra of **Tierra Ecologia Australia**.

Charlene has recently been working on a range of knitted products made exclusively from recycled denim. This concept is very close to Charlene's heart and very close to the fashion conscientious. Her process is unique and part of her ambition to attain a sustainable fashion world.

**Tierra Ecologia Australia** provides a range of natural, vibrant, and sensual clothing for men, women and children. The designs are unique and hand crafted which means that each piece is an individual.

**Tierra Ecologia Australia** showcased this range recently at Fashion Exposed, Australia's largest all encompassing business event for the Fashion Industry held in Melbourne during September. She also paraded her garments at the TCF Australia Uncovered Project's recent TCF Networking Evening.

This November Charlene will be showcasing her garments again at the Conscious Living Expo as part of the Australian Designer Showcase project. The Conscious Living Expo is Australia's most prestigious event for the body, mind and soul. The Australian Designer Showcase will have a emphasis on natural fibres covering an array of unique and original designs including daywear, accessories, jewellery, scarves, shawls and unique handcrafted items which will particularly appeal to all those that are conscious of what they wear.

**Tierra Ecologia Australia** will be located at the Australian Designer Showcase Stand at the Conscious Living Festival from the 4th to 7<sup>th</sup> November at The Robinson Pavilion, Showground Exhibition Centre, Claremont, Western Australia.

Australian Designer Showcase is co-ordinated by the Textile Clothing Footwear Resource Centre of WA Inc (TCF WA), Belmont BEC and is supported by New Age Modelling, Business & Professional Women of WA and Conscious Living Exhibition.

### **For more details on *Tierra Ecologia Australia* contact:**

Media Contact: Charlene O'Brien  
Phone: 08 9434 5730 Fax: 08 9434 5730 Mobile: 0411 548 964  
email: [ecologia@rts.com.au](mailto:ecologia@rts.com.au)  
[www.tcfwa.com/tierraecologia2004.html](http://www.tcfwa.com/tierraecologia2004.html)

For further information on designers participating at Conscious Living view  
[www.tcfwa.com/consciousliving2004.html](http://www.tcfwa.com/consciousliving2004.html)

Media Contact: Carol Hanlon Ph: 08 9479 3777 Mobile: 0417 963 231 email: [info@tcfwa.com](mailto:info@tcfwa.com)  
For further information on Belmont BEC and its projects visit the web site at [www.belmontbec.com](http://www.belmontbec.com)  
For further information on TCFWA and its projects visit the web site at [www.tcfwa.com](http://www.tcfwa.com)