

ORGANIC COTTON DESIGN BY HELENA CHRISTENSEN

COLLECTION NO.2 INCLUDING FAIRTRADE DESIGNS



name it®

HELENA CHRISTENSEN INTRODUCES FAIR TRADE

Helena Christensen now presents her new collection for **name it** – introducing Fair trade and a colourful retro look for Christmas 2008.

Top model and photographer Helena Christensen is world-famous for her impeccable and eclectic personal style and has won several nominations as best dressed style icon internationally.

Now, Helena has made her debut as children's wear designer for **name it** - using her own taste and style as the inspiration for her collections for boys and girls at all ages.

Her new collection for Christmas 2008 features 11 styles for girls in denim, red, pink and green and 10 styles for boys in denim, blue and green.

"The collection has a VIBE OF 70es retro feel with strong accent colors and refined detailing. I want children's clothing to be super wearable, casually understated yet sharp with great details and colors," says Helena.

Children helps children

Helena designs with organic cotton only – environmentally and children friendly cotton – and now she introduces several items with

The Fair trade Certification Mark. Fairtrade guarantees that the farmers have been paid a fair price for their cotton, and this allows them to cover not only their basic expenses for food, medicine and schools, but also give them money to improve their lives - and the lives of their children.

By wearing the name it designed by Helena Christensen clothes, children will support other children, as part of the turnover is donated to Chernobyl Children's Project International – a charity, which Helena has supported throughout more than 10 years.

"I am proud to be able to help others by designing clothes for children. I tell my son Mingus that he is helping as well by being an inspiration to me. Children should know just how lucky they are in comparison to many others," says Helena.

The Helena Christensen designs for **name it** collection covers children from ½ to 12 years divided into the two collections: MINI and KIDS.

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MINGUS' HEART & SWORD

Helena Christensen's son Mingus is fascinated by knights, swords, and armour – and that has inspired Helena in her new Christmas collection for **name it**.

Top model and photographer Helena Christensen has made a stunning debut as a designer – creating a unique collection for Danish children's fashion brand **name it**.

Her first collection has already proved to be a success in the shops and now **name it** launches Helena's new Christmas collection which has a warm and cosy feeling to it.

"My son Mingus' passion for knights and armour has inspired me to do a hand-drawn print with a sword and a heart. It has a strong 70s retro feel

and I have used it on both a striped jersey and a sweat shirt. I want boys clothing to be super wearable, casually understated yet sharp with great details and colours," says Helena.

The long sleeved striped jersey and the sweat shirt both come in two colours in sizes ½ to 12 years, prices from EUR 24,95.

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For further inspiration see www.nameit.com or call:

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PR Austria: +43 159 52 242, PR Belgium: +32 32 37 50 00, PR Sweden: +46 85 8555 018, PR Lebanon: +96 119 89 300

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HELENA CHRISTENSEN'S FAVOURITE

Helena Christensen launches her second children's collection for **name it** with a warm Christmas feeling and strong retro look.

Top model and fashion photographer Helena Christensen has made a stunning debut as a designer – creating a unique collection for Danish children's fashion brand **name it**.

Now, she presents her second collection for **name it** – a warm and cosy Christmas collection.

"I wanted this collection to be cosy and a little retro – with hearts and a sword as symbols. The look is a little 70es and the colours are denim blue and green with strong accent colours such as pink and red," says Helena.

"My own favourite item is definitely the red cape, which reminds me of Christmas. I think it should be worn over a dress and thick stockings – for a really eye-catching, yet warm and comfortable look," says Helena.

The cape comes in pink or red in sizes ½ to 12 years, price EUR 44,95.

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