

FOR IMMEDIATE RELEASE

## **Dhana EcoKids Receives Special Commendation for Sustainable Fashion**

### **Prestigious SOURCE Awards Place Start-Up Company in Global Top 3 for Innovation in Children's Wear**

**MILL VALLEY, CA – February 7, 2013** Banker-turned-designer Shamini Dhana spent 23 years acquiring the skills and knowledge she knew she would need to launch a world class sustainable business. And last December 4, her hard work paid off. Dhana EcoKids, Dhana's recently launched kids' eco fashion company, was awarded a Special Commendation for innovation in sustainable children's wear at the [2012 SOURCE Awards](#) – the Global Awards for Sustainable Fashion in London.

The SOURCE Awards are an annual event sponsored by [The SOURCE Network](#), an online fashion community dedicated to sustainability and ethical business. The SOURCE unites thousands of individuals and companies across the supply chain in over 100 countries. The Awards spotlight the most innovative and inspirational companies, individuals and initiatives in the global fashion industry.

The judging panel for the SOURCE Awards includes foremost experts, high profile individuals and industry leaders in the fashion and sustainability arenas. One winner and two special commendations are announced in each of 12 apparel industry categories (some with select subcategories.) Dhana EcoKids was one of the Top 3 companies recognized for global excellence in the Innovation (Children's Wear) category.

Dhana's company was a natural pick for the award. Each of the company's limited-edition seasonal collections is designed by a different international artist, and is inspired by the culture and landscape of a particular place on Earth. With the tagline, "We're Wearin' the World," Dhana EcoKids' mission is to inspire children to connect, through the clothes they wear, both with Nature and with diverse cultures around the world.

Dhana EcoKids' apparel is made using only GOTS certified organic cotton and carcinogen-free, eco-friendly dyes. The facility where it is made has

been audited and found to conform to the [Social Accountability Standard SA-8000](#). And the company has partnered with two nonprofits, [Kiddo!](#) and [1% For the Planet](#), to help support the arts and the environment both locally and globally.

“The whole, entire meaning (of Dhana EcoKids is) about the celebration of life,” says Dhana. “There should never be exploitation, never any kind of injustice done on behalf of...making a profit. I knew I had to bring a new standard to the apparel world.”

Dhana EcoKids’ [2013 Spring/Summer Collection](#) is now available online and in select retail locations.

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Press kit available at:

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