



PRESS RELEASE
FOR IMMEDIATE RELEASE

 An Earth-Loving Brand Launches Tailor-Inspired Plant Based Apparel For The Whole Family 

March, 2023 - Miami, USA

“The pace of today’s fast-fashion, driving over consumption....we want more and more of what we see in the stores, online and in advertisements; it is human to have material desires and need, but the world cannot afford more waste” (Brielle, [Kidish](#) Founder and Sustainable-Fashion Entrepreneur). Merging sustainability with fashion is the utmost priority of [Kidish](#), an emerging earth-friendly and kids-inspired apparel brand. This one of a kind women-run brand has embarked on a mission of bringing authentic harmony between fashion and Mother-Earth, through producing plant based and biodegradable apparel that also has an inspiring sense of fashion.

The brand’s debut in early 2022 featured a biodegradable, spill repellent button up for boys, crafted with iconic coconut shell buttons and BCI certified cotton fabric. The garment combines hydroponic liquid-repellent properties with traditional European patterns such as Herringbone and French Oxford, making a unique fusion of fashion, function and sustainability. Limited stock is currently available to the US market, [click here to view it online](#).

The first full collection of coordinating kids and adult styles (“banana phone collection”) launched its’ wholesale catalog, and will be shown at Pitti Bimbo and Playtime Paris this summer. Notable features include a girls’ dress with add on sleeves, a proprietary banana phone embroidery, and varieties (in shape and color) of coconut shell buttons. Global wholesale orders are being accepted, and in the coming months the brand will verify the date for direct to consumer online shopping.

The collection showcases styles that are embedded with a non-toxic hidden spill repellent technology, allowing wearers inner ‘kid’ to shine because “we are all kid-ish and spill sometimes” (Brielle, [Kidish](#) Founder). The eco motive for utilizing this fabric includes less need for washing / replacing, and less water / electricity consumption. The patented technology is processed at the fiber level of the garment making process and does not wash away over time, contributing to its unique long lasting and circular impact.

A motivator to the brand is the widespread use of greenwashing amongst fashion brands. [Kidish](#) believes that the fashion industry - notorious for its’ enormous waste - needs authentically sustainable solutions in order to improve our environmental crisis. The brand meticulously chooses suppliers and manufacturing partners to create eco-designs that are genuinely non-toxic, natural and circular.

Marina ([Kidish](#) Head of Product and Country Coordinator of Fashion Revolution Israel) is the brainpower behind the brand’s ingenuitive sustainable solutions including, coconut shells in lieu of plastic, plantable seed paper cards in replacement of plastic-coated, and natural fibers in lieu of synthetics that release microplastics into the ocean.

Retail brands looking to offer their customers this uniquely designed eco-fashion line should please contact hello@shop-kidish.com for order inquiries. The kid-infused brand aims to serve as a reminder to everyone, adults included, to illuminate their youthful inner-sparks and become leaders in a global movement for change.

[Click here for brand and product imagery](#)

Contact
hello@shop-kidish.com
Brielle: +972 58 583 3411

Follow [Kidish](#) on:
Instagram @shopkidish
Facebook @shopkidish