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## **ECO-ETHICAL CLOTHES MAKETH THE COMPANY**

Me to We: [Responsible Style] is the first apparel company to take a stand against the abominable standards that have long been accepted in the apparel industry. This groundbreaking new company is re-defining the clothing industry by exclusively using environmentally-friendly fabrics, refusing to use sweatshops and donating 50% of its profits to charity.

### The Birth of a Company

It all began over lunch. Before founding Me to We: [Responsible Style], Oliver Madison was having lunch with Marc Kielburger, chief executive director of Free The Children and an old roommate from Harvard, when the two young social entrepreneurs learned that they shared a common vision: create an option for consumers who would no longer tolerate the sweatshop labour and pesticide use propagated by the clothing industry worldwide. In December 2005, Oliver Madison left the prestigious world of corporate finance to found Me to We: [Responsible Style] and provide kindling to a “Me to We” social movement started by the Kielburger brothers.

### Share of the Wealth

The lunchtime conversation between Marc and Oliver gave birth to a unique and innovative business model when the two young men realized that the groundbreaking clothing company they envisaged could provide a life-sustaining revenue stream for Free the Children, the world’s largest network of children helping children through education. Me to We: [Responsible Style] has created a paradigm shift through the implementation of a simple but powerful concept: translating proceeds from ethical business to a charitable purpose.

### Join the Movement

Me to We: [Responsible Style] gives socially-conscious companies and consumers the opportunity to buy *better clothes for a better world*, including bulk and custom-design orders. They sell 100% organic cotton and bamboo t-shirts, hoodies, yoga pants and many other products.

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