

G E G G A M O J A[®]

Organic Cotton - As natural as GEGGAMOJA

Stockholm 2010-01-20

Geggamoja creates fashionable, yet comfortable and practical, clothing. Fun details make a simple jacket or cute dress into a garment with attitude. Most models fit both girls and boys. Starting in the fall of 2010 most of our collection will be organic – as natural as Geggamoja.

The 2010 collection consists of a mix garments made of jersey, college, denim and fleece. College garments comes in the two base colours, black and gray, together with a lovely cerise colour. We will also provide a long sleeved piqué in green and gray. It is unisex – looks great on both boys and girls!

Jeans come in a soft washed denim. Perfect for all kids who finds regular denim too hard. The fleece garments - jackets, pants, coveralls, stroller bags, booties and mittens - have red details this year.

Of course we continue to make a lot of comfy hats and neck warmers in 14 different colours, striped and solid. For this season Geggamoja Exclusive presents not only white and black hats, but also cerise – a hat for those who really want to stick out in the autumn darkness.

- *"It feels really good to be able to make our popular jersey garments in organic cotton. The market has asked for organic alternatives, and it is therefore natural to follow this trend"* – says GEGGAMOJA designer Anna Rietz.

The fabric in the Geggamoja organic collection is certified according to GOTS (**Global Organic Textile Standard**), the internationally most known standard for organic textile production. The GOTS standard includes the whole production process and includes farming, harvest, production and fabric manufacturing, packing and labelling. For information about this go to www.global-standard.org.

Geggamoja can be found in Sweden, Denmark, Finland, Norway, Australia, Germany and Belgium. The organic collection will be in store aug/sept 2010.

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