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## UTOPIA: Mimi Plange collaborates with ITC Ethical Fashion Initiative on special edition Roche Bobois collection featuring handwoven fabric from Burkina Faso, September, 2016

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Mimi Plange has partnered with luxury interior brand, Roche Bobois to design, *UTOPIA*, a special collection of home and fashion accessories built around an exhibition of Roche Bobois' iconic "Mah Jong" sofas. The products designed range from wallcoverings, Mah Jong sofas, pillows and accessories using custom Mimi Plange fabrics and leathers. Mimi Plange will launch this special edition collection with Roche Bobois Atlanta at a charity fundraising event on September 22<sup>nd</sup> (7-10pm) at Ponce City Market, 675 Ponce de Leon Avenue Northeast, Atlanta.

Together with the International Trade Centre's (ITC) Ethical Fashion Initiative, Mimi Plange has designed a pillow and an evening clutch for the *UTOPIA* collection using red and black cotton piqué fabric handwoven by artisans in Burkina Faso. This collaboration is representative of Mimi Plange's philosophy of showcasing a modern interpretation of ancient African design traditions.

ITC Ethical Fashion Initiative first partnered with Mimi Plange as part of its African Designer Programme, supporting Mimi Plange's participation in a pop-up store during Milan Fashion Week at Biffi Boutiques (Sept 2015). ITC Ethical Fashion Initiative is extremely pleased to be further expanding its partnership with Mimi Plange on this collection featuring the craftsmanship and beauty of handwoven textiles from Burkina Faso. We believe this collection represents Mimi Plange's commitment to producing beautiful luxury fashion that is authentic and has a true meaning behind it.

The Mimi Plange x Ethical Fashion Initiative clutch will retail at \$150 and the pillow will retail at \$75. 15% of the proceeds from the sale of these items will go to Horizons Atlanta, a charity organization focused on education for Atlanta youth. After the event, the *UTOPIA* collection will be available online at [www.mimiplange.com](http://www.mimiplange.com).

Tickets for the *UTOPIA* Roche Bobois Atlanta x Mimi Plange x Horizons Atlanta fundraising evening held on September 22<sup>nd</sup> cost \$125 and can be purchased online > [bit.ly/2cx03OI](http://bit.ly/2cx03OI)

Download images of the Horizons Atlanta & Roche Bobois Mah Jong collection here > [bit.ly/2cso3mt](http://bit.ly/2cso3mt)



*The Mimi Plange clutch and pillow designed with cotton fabric handwoven by artisans in Burkina Faso part of ITC Ethical Fashion Initiative's network. Both items will be on sale at the UTOPIA fundraising event held in collaboration with Roche Bobois Atlanta and Horizons Atlanta.*

**MIMI PLANGE**

Mimi Plange is a modern womenswear brand launched in 2010 by American-Ghanaian designer, Mimi Plange. Lost African civilizations inspire the Mimi Plange clothing and gives the collection a depth of meaning. High quality craftsmanship is reflected in each Mimi Plange piece and the brand prides itself on making well-constructed and fitted clothing. The Mimi Plange woman moves in international circles and is successful, cultured and conscientious. Mimi Plange says “I design clothes for a woman who wears what suits her. She has nothing to prove.” Mimi Plange’s designs have gained the seal of approval from American first-lady Michelle Obama, pop-queen Rihanna and tennis star, Serena Williams.

**ITC ETHICAL FASHION INITIATIVE**

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. The Ethical Fashion Initiative enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also works with the rising generation of fashion talent from Africa, encouraging the forging of fulfilling creative collaborations with artisans on the continent. Under its slogan, “NOT CHARITY, JUST WORK.” the Ethical Fashion Initiative advocates a fairer global fashion industry.

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