

T-shirts made from Eucalyptus?

An eco fashion brand has launched a new collection of products that include t-shirts and tops made from a new eco textile which is derived from Eucalyptus.

The brand in question, Rapanui, makes all of its clothing from organic natural fabrics in ethical factories that are powered by renewable energy. This year Rapanui adds Eucalyptus Tencel to its list of eco textiles.

The Eucalyptus used to make the fabric is the same known for the sheltering and feeding of its most famous inhabitant, the Koala. So how do you make a top from a tree?

Mart Drake-Knight, Co-founder of Rapanui explains:

“Here comes the science bit! To make our Tencel Lyocell Eucalyptus garments, the Eucalyptus wood is pulped, reduced down into a cellulose viscous solution that is forced through spinnerets. These stringy fibres that come out of the nozzle are spun up into a soft, lightweight and breathable fabric called Tencel. It’s derived from 100% FSC certified Eucalyptus trees and the fibre carries the Pan-European Forest Council (PEFC) quality seal.

The material has outstanding physical characteristics - silky softness and luxurious drape. It is perfectly smooth, with depth of colour, excellent moisture absorbency, is breathable, kind to skin and naturally hygienic as it inhibits the growth of bacteria.

Compared with other semi-synthetic natural fibres, such as bamboo viscous fabric, the Lyocell process used to make Eucalyptus is more benign and eco-friendly.

We’ve taken this amazing new eco textile and created some instant bold, fashionable styles that push the boundaries of eco fashion.”

Take a look at the Eucalyptus Tencel [womenswear collection](#)

or

Find out more about [Eucalyptus Tencel](#)

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Notes to Editor

For further information please contact Rob Drake-Knight, on 01983 409790 or email rob@rapanui.com.

About Rapanui:

At Rapanui we design and make casual wear in line with the latest trends, but from more sustainable materials. We use ethically accredited factories that are powered by wind and solar energy - and by using cutting edge eco-textiles, we create products that have a unique natural softness and feel when worn. The result is clothing that looks great and feels great too.

Whilst the organic, ethical and low carbon approach to our supply chain is unique, our real contribution to sustainability has come from the traceability of our products, our work towards

improving traceability in our industry and the conversation this has sparked between shoppers, brands and manufacturers. Using our trace mapping tool, at Rapanui you can find out exactly where our products come from, how and where they are made: From the seed being sewn, picked, spun, sewn and transported. It is traceability from seed to shop.

<http://www.rapanuiclothing.com/ethical-fashion/traceability-clothing.html>

Rapanui has also developed a potentially industry-changing ecolabelling system to summarise the detailed and often confusing information on clothes packaging, and make it easy for consumers to shop quickly with a conscience. This ability to make a quick informed choice is something missing from, but entirely compatible with, the high street. This work has gained national recognition in the press and at awards ceremonies and has been taken on by high street brands looking to replicate our success. A draft proposal is set to be presented at a parliamentary commission later this year, with a view to be proposed as EU legislation.

<http://www.rapanuiclothing.com/ethical-fashion/eco-labelling-clothing.html>

In just 3 years of trading, this exciting new brand has already made a substantial contribution to sustainable fashion and created real change in an industry plagued with bad ethics. Mart Drake-Knight, designer, sums up Rapanui.

“Fashion is like no other medium, in that you literally dress yourself in what you believe in. Rapanui gives people a choice to vote with their wallet for ethical fashion. We want to use the power of fashion to make eco cool, and design traceable, transparent products that let you shop quickly with a conscience.”

Rapanui was founded in 2008 by Rob and Martin Drake-Knight, now aged 24 and 26, with £200 savings. They feature on the Future 100 list of Top Young Entrepreneurs, whilst Rapanui featured on the Top 100 Start-ups list of 2008. They have sought no investment and make every effort to encourage other young people to believe in their ability to create successful, sustainable businesses.

For our work towards sustainability



WINNER Sustain Governance Award 2011
WINNER Sustainable Business Awards 2010
RSPCA Good Business Awards Highly Commended
Future 100 List of Young Entrepreneurs
Top 100 Startups of 2008
Enterprising Young Brits Award Finalist 2010