



## **Emma's Inspiration - Words from the founder.**

I toyed around with the idea of producing a fashion label when I was studying illustration at university. For the pure egotistical pleasure of showing more people my illustrations than would normally see them in a smelly dusty gallery. But I couldn't get past the lack of ethics in the fashion industry.

Around the same time I was reading Anita Roddick's "Business as unusual" book: The Story of the Body Shop's ethics and success. I was inspired to start my own ethical fashion company. Then fate intercepted. I heard Anita was in Brisbane, Australia the very next night to promote her new book. I had to do something!

So I grabbed a vintage frock from a St Vincent De Paul store [think Oxfam], armed with some nice wine I bribed a friend's mother to keep her screen-printing factory open for the night. As the sun was coming up I emerged with a vintage frock screen-printed with my idea for Common Threads.

That evening, trembling, I stood in line to have my book signed. I could see the organisers pushing their way through to finish things up, somehow before I knew it, lack of sleep and adrenaline propelled me forward. I was received with hostility from the organizers and delight from Roddick. She loved the frock, the idea, signing my book "Amazing!" with a personal email address to follow up when I arrived in London.

The evolving success of the Common Threads project has now expanded to include London and Tokyo. The project is a precursor to the Common Threads ethical fashion company. It's about changing the world without changing your behaviour. You can still buy contemporary fashion, for the same price, from the same places - now it's just ethical.

Emma King  
Common Threads Founder