



BODHISATTVA

REIMAGINING FASHION

**BODHISATTVA BRINGS YOU BEAUTIFUL, LUXURIOUS AND TIMELESS FASHION
THAT HAS BEEN MADE WITH THE GREATEST CARE FOR YOU;
AND TO EMPOWER THOSE WHO HAVE MADE IT FOR YOU.**

This gives you the authority to vote with your credit card
for a world that's great for everyone to live in ... now and forever.

Fashion really can change lives.



BODHISATTVA DOESN'T JUST DESIGN CLOTHES, BUT ALSO A NEW, MORE INCLUSIVE, SUSTAINABLE ECONOMY. IT IS FASHION REIMAGINED.

The Bodhisattva Journey is the path that our clothes have travelled, connecting ethical producers to people like you, who appreciate how their clothing is produced and what impact their purchases make on the world.

We work with small businesses, especially those owned by women. For them this means economic empowerment, independence, real liberation. For you this means that the decisions you take, the clothing that you decide to buy, can make a bigger difference and bring about the world that we want to leave to future generations.

The name of this initiative is borrowed from the Sanskrit term, made up of Bodhi (enlightened) and Sattva (being) describing those who have taken a vow to increase enlightenment and consciousness for the benefit of others. This could not be more necessary than in the fashion and clothing industry, in which people have lost not only their jobs and livelihoods, but some their lives.

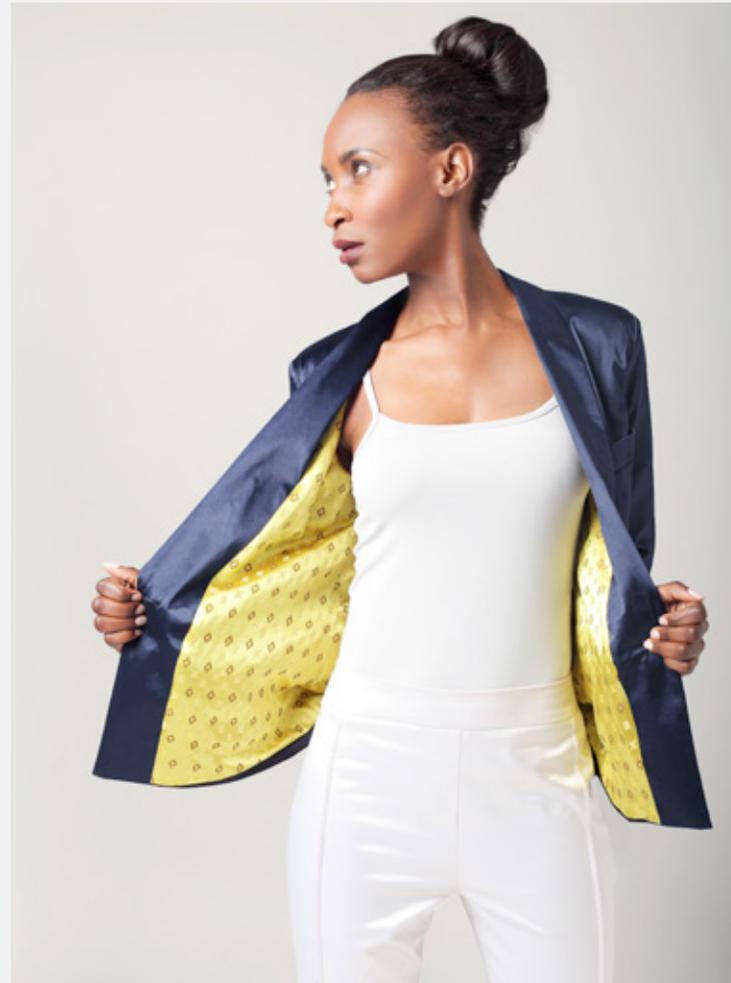
Through increased consciousness of all of us, fashion has the power to transform the lives of those making our clothes and those wearing them.

"We need to embed society fundamentally as a key stakeholder in how we run our businesses in order to be more profitable in the long term. We need to look beyond our short term profit motives and really consider the value we offer and the meaning we derive from our existence and that of the organisations that we're part of."

Yumnaa Firfirey, Founder and Managing Director of Bodhisattva.



SPRING SUMMER 2013 COLLECTION



This range from Bodhisattva is entitled “Beyond Face Value”, encouraging everyone to look beyond the face value of the clothes that we wear, to go deeper, to understand the process of getting the clothes into our closets.

Bodhisattva cultivates an appreciation for the skill and craftsmanship of the design, the stitching, the leather latticework, the love and care with which the garment was packaged and transported and the skill and style with which it was photographed and displayed.



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At every step of the process of crafting the Bodhisattva garment, we pursue ethical business practices. Our suppliers are paid at the rate that appreciates the value of their skill, expertise and effort.

There is a spirit of trust and respect in all our engagements. At Bodhisattva, we put the people involved in making your garment first. We appreciate that people are the most valuable part of any process and without whose commitment, success is not possible.



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SPRING SUMMER 2013 COLLECTION



We sustain a constant stream of respect, appreciation and positive energy throughout the entire process of your garment's creation.

We call this the Bodhisattva Journey because at every step of your garment's journey to you, from the design of every detail, to the crafting of every stitch, we bring you clothes that are not only beautiful to look at, but that emit goodness from the depth of every fibre.



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JOIN THE MOVEMENT

Join the movement of people who have realised that they can vote with their credit cards for the kind of world that is great for everyone to live in ... now and forever. **YOU** have that power. **YOU** can make that difference. This does not mean that you clear your closet of clothes that have not been locally or ethically produced. It just means you make a start by joining us on this journey.

JOIN THE BODHISATTVA JOURNEY

We're asking you to be conscious of your purchases and your actions. And the power that **YOU** have to make a difference. That's the first step. Take it with us. The rest will unfold over time.

WEAR OUR CLOTHES

And if you find our clothes really beautiful and would like to wear them, we'd like that too!!



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Provide us with your email address if you would like to receive regular updates on how fashion is being reimagined.

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