

## Humanitarian Fashions Hit the Runways

By Rebecca Sebek

Halogen TV

August 9, 2011

Calling all fashionistas! Fashion Week or Fashion Month as it's been called begins on September 8<sup>th</sup> in New York City (<http://www.nycfashioninfo.com/default.aspx>). Other shows during September/October take place in London, Milan, Paris, Los Angeles, and Japan respectively. Trends will come and go; however, eco-friendly (<http://www.ecofashionworld.com/index.php>) and humanitarian fashions will last forever. Consumers can give back to the world through fashion. One of the collections to watch for now and in the future is from Jedidiah Clothing (<http://www.jedidiahusa.com/about>).

### **Eco-Friendly and Humanitarian Beauty and Fashion Company**

#### **Jedidiah Clothing**

Kevin Murray, CEO of Jedidiah Clothing, “is a humanitarian-based apparel brand aspiring to cultivate change, one garment at a time. Their mission is to use apparel sales as a vehicle to provide care, support and financial resources to those in need” (<http://www.jedidiahusa.com/about>). Clothing is made from materials such as cotton, rayon, and polyester heather; dyes are used to enhance the look of the garments. Each piece is unique.

Everyone knows that fashion and music go together. Jedidiah Clothing is proud to be a sponsor of Music With A Mission Tour! (<http://www.newreleasetuesday.com/musicwithamission/>) whose ‘big’ purpose is to provide a platform for organizations to help those who are less fortunate. Visit Music With A Mission Tour! (<http://www.newreleasetuesday.com/musicwithamission/index.php>) to learn more.

*“Each season, Jedidiah partners with a different non-profit and the sales of the clothing benefit the organization. I believe in my core that social enterprises will have the greatest impact on ending the cycle of poverty and human suffering here and abroad. I hope in some way we can inspire other businesses and industries to do the same.” –Kevin Murray, CEO*

Purchasing and wearing clothing that benefits another is a ‘fashionable’ way to give back. Each season, Jedidiah partners with a non-profit organization to raise money and awareness for a life-changing cause. Every piece is created and inspired specifically for the cause; all proceeds benefit the non-profit organization. The company does this to provide *everyone* with the chance to make a difference in the world. It’s a way to “artistically connect apparel to social causes, many people in need can be helped” (<http://www.jedidiahusa.com/about>). This seasons’ non-profit is StandUp For Kids (<http://www.standupforkids.org/>), an organization whose mission is to help homeless and at risk youth kids. Proceeds from sales of clothing specifically inspired by StandUp For Kids will help fund a new StandUp For Kids homeless center in New York City.

*\*Fashion week begins in September and runs through October. For more information, visit NYC Fashion Info <http://www.nycfashioninfo.com/default.aspx>, The Green Shows*

([http://www.thegreenshows.com/about\\_us.html](http://www.thegreenshows.com/about_us.html)), and *London Fashion Week* (<http://www.londonfashionweek.co.uk/>).