

# OR.BASICS

Press information

## **After successful Kickstarter campaign: Launch of Berlin-based fashion label Orbasics**

- **Crowdfunding campaign secures financing for the start of production and for the shipping of the first collection**
- **Orbasics is a label for sustainable children's fashion from organic cotton, and will also be available via an online shop soon**

**Berlin, March 16, 2018 – Founder Liliya Bairamova has done it with her fashion label Orbasics: In one month, she received the support of more than 200 backers and has collected 16.115€ in pledges. The four-week campaign was started to finance the first collection of five items in seven unisex colours. The reaching of the financing goal now means that the label will launch and start production of its sustainable, affordable and stylish children's collection, made from high-quality organic cotton.**

"I'm extremely excited and grateful that we have surpassed our funding goal of 15.000€ after 32 days and that we received so much support for our project. The positive feedback from mothers and dads, but also many blogs and magazines has been nothing short of overwhelming. Now it is finally time to start production of our first collection in Portugal.", explains founder Liliya Bairamova.

### **Production starts in March**

The sustainable and unisex collection by the Berlin-based founder has hit a nerve, and the pants, leggings, t-shirts, tank tops and long sleeves made from high-quality organic cotton based on ethical standards, found a lot of support within the Kickstarter community. Anyone interested could back the project from five Euros upwards under the following [link](#). Now that the campaign has ended, the production will begin in Portugal, followed by the delivery of the first collection in May 2018. In April, the label will launch its online shop [www.orbasics.com](http://www.orbasics.com), where mothers and fathers can directly buy sustainable, easy-to-combine and affordable basics for their kids.

### **Kids basics for feeling well**

The first collection of the fashion label includes pants, leggings, t-shirts, tank tops and a long sleeve in seven different colours. For the production from 100% organic cotton, Liliya Bairamova works exclusively with manufacturers that are certified under the [Global Organic Textile Standard \(GOTS\)](#). This way it is ensured that all



elements of the supply chain fulfil strict ethical and sustainable standards. In order to avoid long and environmentally harmful deliveries, Orbasics is produced in Europe.



The first collection is about to launch



Founder Lilija Bairamova is a mother herself and cares about sustainable kidswear at a modest pricing

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**Link Crowdfunding-campaign:**

<https://www.kickstarter.com/projects/343493154/orbasics-organic-kids-basics-best-quality-and-fair>

**About Orbasics**

Orbasics stands for sustainable and high-quality kids clothing in simple design, which not only looks good but also feels soft and comfortable. All basics are produced in Portugal from organic cotton based on ethical principles and are available online at fair prices. The label was founded in 2017 by Lilija Bairamova in Berlin.

