

# organic ZOO

At one with nature with Organic Zoo



Organic Zoo's new collection for AW20 is a celebration of simple pleasures and childhood memories. A picnic outdoors, the smell of freshly cut grass and the delightful chirps of woodpeckers have inspired the new range of comfortable and ethically-made pieces for little ones.

Three new motto sweatshirts reflect the upbeat outlook of the brand, proudly declaring: 'I like being a bear', 'Life is a picnic' and 'Animals are my friends' and come in soft brushed cotton. A new terrazzo print adorning sweatpants, bonnets and bodysuits feature earthy colours and recall the imperfect shapes of stones and rocks. The button-up bear suit is irresistible and ideal for keeping curious ones cosy.

A destination for gifts for newborns and babies, Organic Zoo has expanded its offering for toddlers too, with a new, slip-on salopette style that offers easy movement and is ideal for layering. It comes in three, unisex colourways (Pebble, Earth and Shadow).



*From left to right; Pebble Dungaree £33; Terazzo Bonnet £22; Terazzo Sweatshirt £33.50; Terazzo Sweatpants £32; Life Is a Picnic Sweatshirt £33; Olive Garden double layer Onesie £89; Olive Garden Leggings £25; Olive Garden Sweatshirt £33.*

## **About Organic Zoo**

Founded in 2010, organic zoo is a spirited British brand that marries covetable design with a commitment to fair trade and the environment. It prides itself on manufacturing its collections in Europe using only 100% organic cotton and toxic-free, OEKO-TEX® Standard 100 certified dyes. The label's signature minimalist style is non-seasonal and ideal for dressing newborn boys and girls alike, as well as for handing down. The brand's ethical conscience also extends to its packaging, favouring plain mailing bags made from recycled sources over unnecessary tissue, card and paper to wrap its goods.

IG: [@organiczoo](https://www.instagram.com/organiczoo)

[Images](#) (Images are embargoed til 1st September)

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