



ETHICAL CLOTHING LABEL ADAPTS ART FOR T-SHIRTS

 NONPROFIT & SOCIAL CAUSE

Moral Fibers commission paintings from artists in developing countries to be printed on t-shirts.

Regular Springwise readers may remember our article on [Art Sumo](#) back in May — a deal-a-day platform featuring paintings from artists in the developing world. Now in Montreal, [Moral Fibers](#) hope to provide sustainable incomes for artists in poor communities by commissioning paintings that are adapted and printed on t-shirts. The ethical fashion label was started by Canadian business students Martin Weiss and Matthew Brightman earlier this year. Their mission is to give artists in developing areas employment opportunities that will help them to develop their creative talent, and enable them to earn a wage almost four times higher than the Haiti national average. Currently only working with artists in Haiti, but with plans to expand to other countries, Moral Fibers commission each artist to produce 12 pieces of art a month, which they buy for USD 10 a piece. If a painting is chosen to be printed on clothing, its creator will also receive 15 percent of the revenue from every t-shirt sold. The t-shirts are produced in Montreal, are available in men's and women's sizes, and start from USD 40. The website displays information about the artist responsible for each design, so consumers know exactly who they are helping. The Moral Fibers business model ensures a constant supply of fresh designs, while guaranteeing each artist a decent salary to support their families. Inspiration here for ethically-minded fashion innovators?

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