

LOCAL DESIGNER LAUNCHES Ethical Fashion Range

A fashion designer based in Ashby de la Zouch is launching a premium ethical fashion brand for boys called **Boy Wonder**. The garments are made in Britain at an ethical factory and use **British made and sustainable materials**.

After working in graphics for some years, Ismay Mummery, founder and managing director went on to do a Master's degree at the prestigious London College of Fashion. Following her postgraduate degree she worked for various small companies designing for men's, women's and childrenswear, both in-house and freelance, including a small stint at the street label, Firetrap.

The brand arose from Ismay's desire to clothe her son in stereotype free designs that were ethical and sustainable. Finding a gap in the market for this she decided to start her own business while blogging about her journey along the way and learning about ethical and sustainable fashion. The blog has had over 30,000 readers since she began!

The collection has everything a child needs across the seasons, from organic t-shirts to hard-wearing organic denim and smart wool duffle coats. The organic jersey and fleece in the collection are made by Discovery Knitting based in Leicester and the digital printing is done in Derbyshire.

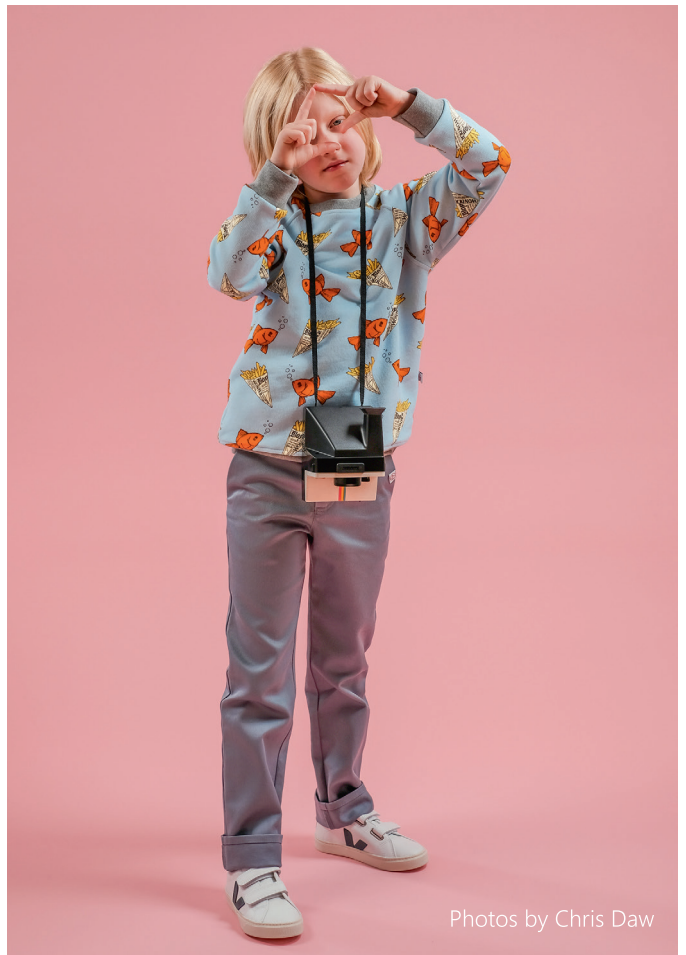
Each garment in the launch range is bright and fun and has a hand drawn print inspired by the designer's childhood and British heritage, from fish and chips to jelly and ice cream.

"We follow circular design principles so all materials are carefully chosen for their sustainability and high quality and the garments are durable with in-built growth room"

Care and repair products and guides will also be available alongside the collection to extend the garments wearable life and the company hope to add a resale section to their website at a later date.

The collection will launch on Kickstarter on Sunday 30th June at 11am to generate pre-orders before the retail site launches in September. The age range is 5-10 years.

You can find out more on the blogsite www.boywondering.weebly.com or on [Instagram.com/boywonder_brand](https://www.instagram.com/boywonder_brand).



Photos by Chris Daw