

## **Melawear presents the world's first sneakers to be certified by Fairtrade Cotton and GOTS**

**LÜNEBURG.** Just in time for the spring season Melawear presents its latest product innovation. The Melawear sneakers are the world's first shoes to be certified by Fairtrade Cotton and the Global Organic Textile Standard (GOTS).

After two years of research and development through an intense collaboration with Indian producers, international laboratories and certifying agencies, Melawear for the first time presents the sneakers to the end customers. The Mela sneakers feature a unique composition of organically produced and fair traded materials: organic cotton canvas, natural latex rubber and water-based adhesives make for the sneakers' high quality, extraordinary comfort and particular longevity. All raw materials come from natural sources and comply with highest sustainability criteria. Available in black, grey and blue-grey Mela sneakers are characterized by a modern and classic design. Being priced at a selling price of 89,90 Euros, Mela sneakers can easily compete with conventional products.

Back in 2016 Melawear already developed a world innovation by launching the first backpacks to be certified by Fairtrade Cotton and GOTS. With their innovative product design the Mela sneakers expand the collection that offers highest quality for both humans and nature. In this way Melawear gradually realizes their vision of a sustainable textile industry and by now can offer numerous alternatives to conventional products.