

Organic clothing essay



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Organic is great, but it's not the end-all-, be-all, according to Stefanie Brychcy, head of corporate communications for the organic baby apparel startup. Price and ease-of-use are just as important, she says. Although the “organic message” is growing, Director of Operations Sitwat Shah said people still ask, “What is organic and why should I buy it?” Chipping away at any preconceived notions is necessary.

So, too, is making a mark in ‘a competitive retail environment. “We recognize that this is a market with hundreds of different brands,” director of Sales Ali Shah said. “We had to ask, ‘How do we stand out?’” For starters, the product alone differentiates the company from competitors, he said. About a year ago, Shekhar Sattiraju (a founder) and his wife had twins and were looking for things that were as organic and natural as possible,” Sitwat said.

“They found a big gap when looking for (organic) clothing was either too expensive or the quality was lacking. Sattiraju engaged the gears as the proverbial entrepreneur – he turned a need into a solution with founding partner Sameer Joshi and the rest of the Funkoos team, who now maintain the daily operations of the company. Building on a brainstorm, the partners solidified capital for their startup and searched out organically certified manufacturing facilities in India. To keep costs low, director of Marketing and eCommerce Aaron Wasserman said the company chose to purchase cotton from India as opposed to the U.

S. , where “the cost is prohibitive.” “India is the largest producer of organic cotton today,” Sitwat said. “Where we get our cotton, the land it is being

cultivated on has to be organic for three years before it can get certification. " Organic means it is free of pesticides and a chlorine-bleach process, Wasserman said. The stylish embroidery and strived-for quality on which Funkoos prides itself will serve as a model for a new company brand expected to launch sometime next year.

Eco Aspen will be a line for adults in " colors other an your drab beiges and green," and will not feature " earth-friendly messages" splashed across the front, Wasserman said. The branding concept is to emanate the Polo Ralph Lauren and J. Crew's of the world, but from an organic standpoint, he said. Though Funkoos knows no storefront at the time, its online marketplace will be echoed when Eco Aspen launches.

" We're aggressively working on placing our product around Connecticut and the U. S. ," Shah said. One thing we've done for Fairfield County is place products on a consignment basis to help retailers out. We provide them the product and they pay for it when they sell it instead of paying up front and sitting on huge inventories. " Funkoos just scored a placement at a children's clothier in Wilton.

Growth is expected. " As we move forward, we're going to expand our line and have people work with us in terms of design," Sitwat said. " But initially, simplicity was what it was about. ' " We don't want to become Greenspace," Shah said. We don't want to be preachy.

We want to become the ' Xerox' - the standard for apparel which is trendy, soft and comfortable, but still helps the environment. "