



Wonderlands press release  
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Press release

## **Wonderlands: Representing Switzerland at the Berlin Fashion Week**

**Alte Spinnerei Murg, 21.01.2017 – The Swiss start-up Wonderlands debuts today at the Panorama Berlin. Every edition, the Panorama inspires more than 50,000 Fashion Industry professionals from 96 countries. Since its launch, it developed into the main fair of the Mercedes Benz Fashion Week Berlin. For the first time, Panorama will present an entire hall fully dedicated to underwear, featuring (by invitation-only) fashionable brands from all corners of the world. From Switzerland, they have chosen Wonderlands.**

Wonderlands is a young Swiss male underwear brand, founded in Murg, St. Gallen (2014), with focus on sustainability (Planet & People). The brand uses only eco-friendly materials in its products and packaging, offering, aside an Organic Line, even a range made out of plastic bottles (PET), the Recycled Line. Because it was firstly launched online and considering the environmental impact around shipping (packaging and transportation), they developed a packaging that contains rock salad seeds. This special packaging can be planted in its totality and will grow into edible salad within 60 days, avoiding any unnecessary waste. In 2015, the brand became the World's first and only underwear brand to carry the "PETA-Approved Vegan" label. Amongst other certifications, the PETA label proves its environmental appeal.

In the social aspect, what they call "THE PEOPLE", Wonderlands donates 5% of all sales to charitable organisations. The twist is that customers are responsible for allocating the donations themselves. It's social aspects awarded the brand a Charitable Partnership agreement with renowned organisations and even a United Nations Secretariat. By the end of 2016, with a little less than 2 years of trading, Wonderlands reported to have already empowered 463 people to end their own hunger, protected an area of 48,825m<sup>2</sup> of tropical forests in Madagascar, clear 110,598m<sup>2</sup> of land from mines and explosives remnants of war as well as supported indigenous people's human rights and men's health.

Nevertheless, Wonderlands CEO, Eder Machado, believes that now it is time for the brand to prove that sustainable underwear can also be considered high fashion. He says: "Not many sustainable clothing brands manage to cross the line into high fashion. For men's underwear, it can be even more difficult to make this transition. We can clearly say that our customers know us because of our sustainability aspects. Now, it is time for them to know us for our fashionable designs too."

Wonderlands was also nominated *INNATEX DesignDiscovery 2017* and will be, again, the only Swiss brand in this category. Sabine Lydia Müller, INNATEX Press Officer, said: "We chose Wonderlands as their design, materials and philosophy match our demand. *DesignDiscoveries* are brands that exhibit at INNATEX for the first time and that we find outstanding in regards to their sustainability and design. We nominate a brand only if we feel that their fashion approach as well as the entire design, products, choice of materials, production, homepage (the whole value chain) are very advanced and therefore pioneer. This way we support those brands by nominating them and making them more visible".

Available at [www.wonderlands.me](http://www.wonderlands.me) and at selected shops in Switzerland, Germany, Estonia and Brazil.

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