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Hippos Toes Launches Fair Trade Boutique Children's Clothing While Supporting South African Women

Hippos Toes announces the Grand Opening of it's online boutique which offers original fair trade clothing for children

WOODBIDGE, VA, October 11, 2008 **/24-7PressRelease/** -- Supporting South African women towards economic independence while providing quality boutique children's clothing are the premises of Hippos Toes online children's boutique, which announced its Grand Opening this month- (<http://www.hippostoes.com>).

Hippos Toes owner, Carole Lindstrom wanted to combine her plans for a children's boutique with her desire to help South African women gain a footing towards financial independence. Having toured South Africa several times-and feeling a connection to the women there- Lindstrom saw first hand how difficult it was for women to rise above impoverishment. "I really felt for the locally disadvantaged mothers trying to raise families with limited income opportunities." Lindstrom stated.

With it's Grand Opening this month, Hippos Toes showcases the latest children's boutique fashions, which are sewn by South African mother artisans. Original styles, whimsical colors and nature themes set a trendy fashion-forward tone which Lindstrom feels sets Hippos Toes children's fashions apart. "The clothing is really unique," Lindstrom stated. "The designers change lines every season yet everything stays mix-and-match. It makes for easy, complete wardrobes."

Lindstrom learned of Fair Trade clothing manufacturing in South Africa while researching clothing resources for Hippos Toes. With high quality control, impeccable workmanship and attention to artistic details, Lindstrom found the resulting clothing met, and exceeded, her apparel requirements. "The women who create our clothing are being paid fair wages and have good working conditions," Lindstrom shared. "This fulfills my goal of being able to sell clothing with a purpose."

Hippos Toes welcomes visitors to peruse the latest children's fashions at <http://www.hippostoes.com>, read the companies philosophy on Fair Trade and start shopping for the Holidays on it's newly vamped online store.

Carole Lindstrom is available for interview by calling: (703) 470-4351, or via email: carole@hippostoes.com. Hippos Toes online can be viewed at: <http://www.hippostoes.com>.