

# PROJECT FUTURES

END HUMAN TRAFFICKING



*Kate Roberts, Yr 11 wearing the Project Futures charity tee*

## Project Futures collaborates with leading Australian designer: ending exploitation one tee at a time

Project Futures, an Australian not-for-profit whose purpose is to educate the public about human trafficking and slavery issues, has collaborated with fashion designer Steven Khalil to launch its very first charity t-shirt. The aim is to raise awareness of crimes that deprive women and children of their freedom and dignity in Australia and abroad. With over 45.8 million people enslaved, modern slavery is the fastest-growing crime industry in the world today<sup>1</sup>.

Renowned red carpet and bridal gown Australian designer Steven Khalil has dressed the likes of Beyoncé and Jennifer Lopez. Casual lifestyle brand Citizen Wolf, who believe in producing ethical, local and sustainable clothes, has also teamed up to create the organic charity t-shirts. In partnership, both Steven Khalil and Citizen Wolf represent the Australian fashion industry as the faces of a better future.

“We were thrilled to collaborate with Steven for this project,” says Clare Pearson, CEO of Project Futures. “For \$99.00 you get an exclusive piece of Steven’s work. The tees are not only beautiful but helping to create a better life for women and children. 100% of the profit goes directly to helping end modern slavery and cover a range of services from medical treatment to psychological service. One t-shirt equates to one bicycle for a child to independently attend school each day which means opportunities for future independence and employment. Five t-shirts cover all resources for the outreach program for one month, providing soap, education and food to women and children living in circumstances of homelessness and sexual exploitation.”

“We are so lucky to have the support of those that believe in our cause, including those from Loreto Normanhurst. Girls & Mothers that have supported the cause, raised funds and awareness, and now also front this important campaign” (Clare Pearson).

“Partnering up with Project Futures to design a tee that would raise awareness for such an important issue was an opportunity I couldn’t turn down,” says Steven Khalil. “This issue affects not only Australians but women and children all over the world and it’s great to be part of something that’s dedicated to helping them.”

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Zoe Marshall, Australian media personality and soon to be mother, is one of the celebrity ambassadors as issues relating to women and children in need have always been close to her heart. She is delighted to give her full support for this project.

As an organisation committed to strong ethos and the fair treatment of workers, the shirt was made from organically grown-cotton from India and knitted in Melbourne. The shirt was then designed, cut, sewn and screen printed in Sydney using organically certified water-based inks. Consumers can be confident in their purchase as it not only transforms the lives of those affected by slavery and exploitation in Australia and Cambodia, but promotes environmental sustainability and better working conditions for the people involved in its creation.

The exclusive Steven Khalil charity tee is available for pre-order from the Project Futures website. Each shirt is retailing for \$99.00 and will be ready for delivery from the 13<sup>th</sup> of November.

Project Futures will host a High Tea Fundraising Event on the 12<sup>th</sup> of November to support victims of forced and early marriage in Australia. The event will be held at an exclusive Sydney venue and tickets are retailing at \$95.00 per person and \$720 for a table of eight.

**The Steven Khalil charity tee is available for pre-order at [projectfutures.com/shop/steven-khalil-tee](https://projectfutures.com/shop/steven-khalil-tee). For more information, visit [www.projectfutures.com](https://www.projectfutures.com).**