

Helping mom make the world a better place

By MIKE CHAIKEN
EDITIONS EDITOR

Looking for a gift for mom... and you want to make the world a better place?

Check out Project Iris clothing.

Project Iris's latest spring line of casual clothes is now available on-line and at retailers. There are long and short-sleeved t-shirts emblazoned with vivid floral prints. Prints come with such names as "Willows," "Lotus Watercolor," "Queen Anne's Lace," and "Spring Blossoms." These are great when partnered with your mom's favorite pair of jeans.

Project Iris, however, is about more than comfy, good looking clothes. Project Iris has partnered with the World Food Program USA (www.wfp.org), which combats hunger across the globe.

Project Iris will be donating a portion of each sale to the World Food Program to provide nourishing meals for new mothers and children in the most poverty-stricken parts of the globe, a press release from the company explained.

"There is a lot more to Project Iris than the striking clothes we produce," said company president and CEO Neil Hoynes, in a prepared statement. "This brand was developed with a purpose to give women that like fashion an opportunity through their own social consumerism to easily contribute to causes that help other women. We're spreading a message of giving and hope that is reflected through Project Iris fashions... With this line, we intend to raise awareness, and funds to positively impact world hunger malnutrition and the health of women and children in developing countries.

"The support from private businesses, such as Project Iris, to provide financial backing for this specific cause is vital to providing the necessary aid," said Caitlin Masters of World Food Program USA, in a press release.

For more information, go to ProjectIrisClothing.com.



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Bristol mother Melanie McKinley wears a short sleeve t-shirt from Project Iris.



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Rock singer, and mother, Jennifer Hill of Bristol, wears one of the garments available from Project Iris.



Trashy fashion for Earth Day



Trash was in style last Friday for Earth Day when a Trashion Fashion Show was held at Mac650 Gallery in Middletown. Above, Brooke Wasserman, left, Julia Renee Haines, and Sam Corbett model fashions made out of trash. At the far left, Jamie-Lynne Fontaine is fitted with a head piece made of newspaper by Bristol's Rhiannon Carta, left, and Kimberly DiFato. At the immediate left, Southington's Demree Seymour applies make-up to Valerie Drachova prior to the runway event.

PHOTOS by
MIKE CHAIKEN