

Contact + Information

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About zerum

zerum is a young, creative lifestyle label from Austria designing stylish T-shirts using organic bio-cotton. With its limited screenprinted collection it offers an alternative in the fashion world.

The idea to found a fashion label that would impress customers by its special designs was born 2008. After a long research about the fashion industry the point of view changed: „Not the design itself should attract undivided attention – the focus has to be on the human being, on nature and on a fair globalisation policy.“

One of the main objective is the social and sustainable aspect in the value chain of textile business. zerum designs T-shirts that are fashionable as well as environmental. Each T-shirt design is screenprinted as limited edition by hand. Instead of digital industrial printing zerum uses the original methode. Manual screen printing allows an individual and eyeopening character and makes each T-shirt unique.

The designs emerge in close collaboration with motivated fashiondesigners, photographers, graphicdesigners and illustrators from Austria. Through these creative people zerum regains strength to drive efforts to this project.

Production

zerum cloths are produced by Fair Trade guidelines and under the use of green renewable energy (wind-, solar- and biomass energy). The whole production chain is proofed by an independent organisation (www.respect.org).

zerum T-Shirts are Eko-TEX Standard 100 certified. This certificat guarantees that the colours used for dyeing are not health hazardous.

Facts about zerum's T-shirt production:

- * CO₂ neutral production (www.compensate.ch)
- * T-shirts are shipped to Europe
- * 100% organic bio-cotton (www.organiccotton.ch)
- * Fair Trade certified (www.info.fairtrade.net)
- * Single jersey, 170g/m

zerum's philosophy

*social & sustainable responsibility

Bio-organic cotton T-shirts (produced by Fair Trade guidelines and under the use of green renewable energy)

*design

Unique designs from young Austrian designers & illustrators

*screenprinting

Back to the roots: T-shirts are manually screenprinted

Collections

zerum kids!

2010 zerum presents its first children T-shirt collection. The shirts designed by a young Austrian fashionmaker are available in two colours (red & cream). Every shirt has a hood at the back and a round pocket for little secrets on the front. zerum kids! emerged as a project with perludi (www.perludi.com)

zerum kids!-shirts are available in size 62–134.

- 100% organic bio-cotton
- Fair Trade
- CO₂ neutral production