



## **New in Zurich: Fairy Tale**

**The secret address for sustainably elegant home and fashion accessories**

**Fairy Tale stands for sustainably elegant shopping. The selected range of home and fashion accessories of the concept store in Zurich - Balgrist represents an ideal combination of the passion for beautiful objects and the personal desire to make a contribution to sustainability. In addition to an exclusive selection of fashion and home accessories, customers with a sense of social responsibility can also find several lines of natural cosmetics, as well as stylish lounge wear and delicate fabrics. These articles are sourced exclusively from fair trade certified suppliers and thus meet the exacting requirements of a socially and ecologically conscious clientele.**

Zurich, February 2009. At Fairy Tale, responsibility and taste meet. The makers of Fairy Tale's various product lines are chosen with great care: mostly small businesses with a fine sense of style and a high standard of quality. In regular conversations with the producers about their products and their philosophy, the offer is continuously improved.

Transparency and accountability are as important as the uniqueness and the beauty of the products. Accessories are designed and produced in France, Britain, Spain, Denmark, Japan, Madagascar, Morocco, Vietnam, the Philippines, Nepal and Nigeria. They are all handmade, primarily from natural materials and each one possesses a distinctive elegance.

Fairy Tale also has an exclusive line of objects "Made in Japan": handmade ceramics by young Japanese talent, lacquered wood objects by a leading Japanese artist and a selection of traditional and yet modern items for everyday life. By supporting young artists in this manner Fairy Tale contributes to the preservation and development of ancient crafts in a globalized world.

The owner and director of Fairy Tale is Michiko Nagasaka. She is a cosmopolitan with Japanese roots, the former editor of a leading fashion



magazine and the author of several books. "With Fairy Tale, I am able to fulfill my desire to make available for sale in Switzerland beautiful, artfully designed objects that are produced according to fair trade principles," she explains.

The concept store is open by appointment and upon invitation. A limited selection of the articles available for sale may be purchased on [www.faircustomer.ch](http://www.faircustomer.ch), the newly launched Swiss online marketplace for Fairtrade products.

For more information, see our website, [www.fairytalesselect.ch](http://www.fairytalesselect.ch). Photographic material will be made available upon request.

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