



# WATSON WEEKLY

Issue 20

Emma Watson, Fair  
Trade and People Tree

## News Highlights

Last Chance to buy Emma's  
People Tree Collection

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Perks has a New Cover

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# News Highlights

## **Last Chance to Buy from Emma's People Tree Collection**

Earlier this year the tabloids were spreading rumours that Emma Watson's People Tree collections had failed to sell, and that she was really disappointed. Emma addressed the rumours on her website, saying "There has been a lot of speculation about my People Tree collections, with stories running that they 'failed' or that I was unhappy. This was really strange because I felt the opposite of this. From the two collections I did with People Tree overall sales were £446,000 which was a huge surprise. The collections generated work for 400 farmers, artisans and tailors! For me though, the most important part of the collaboration was that I was able to raise the profile of Fair Trade fashion which I think I did successfully."

In an interview with Ecouterre. People Tree founder Safia Minney said, "The collection was amazing, was received very well by clients and press, and sold well. We are very happy about this opportunity with Emma. Not only did People Tree close 2011 with a 10 percent increase in online sales, but it also increased its orders of fair-trade and organic cotton by 150 percent in 2012 alone."

The collections have sold successfully, and now the stock is running out. People Tree has marked down the remaining items for sale through the end of the month, saying "We have just a few pieces left from the collaboration. Snap these up before the end of August."

[peopletree.co.uk/emma-watson](http://peopletree.co.uk/emma-watson)

On the Cover: Emma Watson models her People Tree collection.

## **Perks World Premiere**

*The Perks of Being a Wallflower* world premiere will be at this year's Toronto International Film festival, at the Ryerson Theatre on Saturday September 8, 6:15pm. There will be an additional showing on Sunday the 9th, 3:30pm, at the Cineplex Yonge and Dundas 7. Emma Watson is expected to attend, along with Logan Lerman, Ezra Miller and Stephen Chbosky as well as Mae Whitman, Kate Walsh, Johnny Simmons and Nina Dobrev. Chbosky and the cast will also be participating in a press junket that weekend in Toronto.

*Perks* will also have a premiere in Los Angeles on September 10, and Emma and co-stars are expected to attend. A premiere in the UK is reportedly planned but no details have been released.

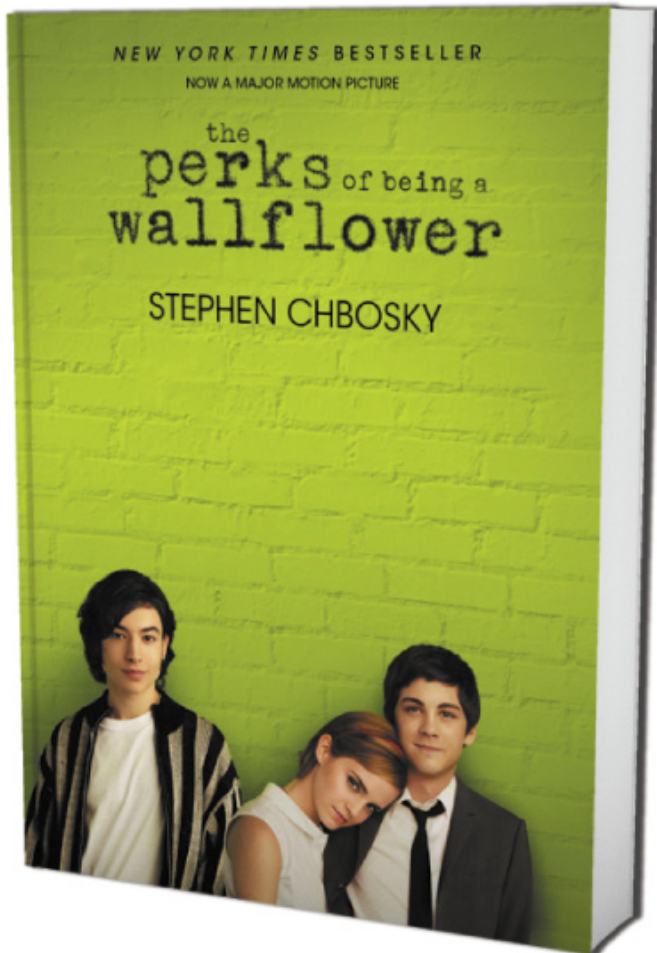
*Perks* will open in theatres September 21 in New York and Los Angeles, and September 28 in Atlanta, Austin, Boston, Chicago, Dallas, Denver, Detroit, Houston, Minneapolis, Philadelphia, Portland, Sacramento, San Diego, San Francisco, Seattle and Washington DC.



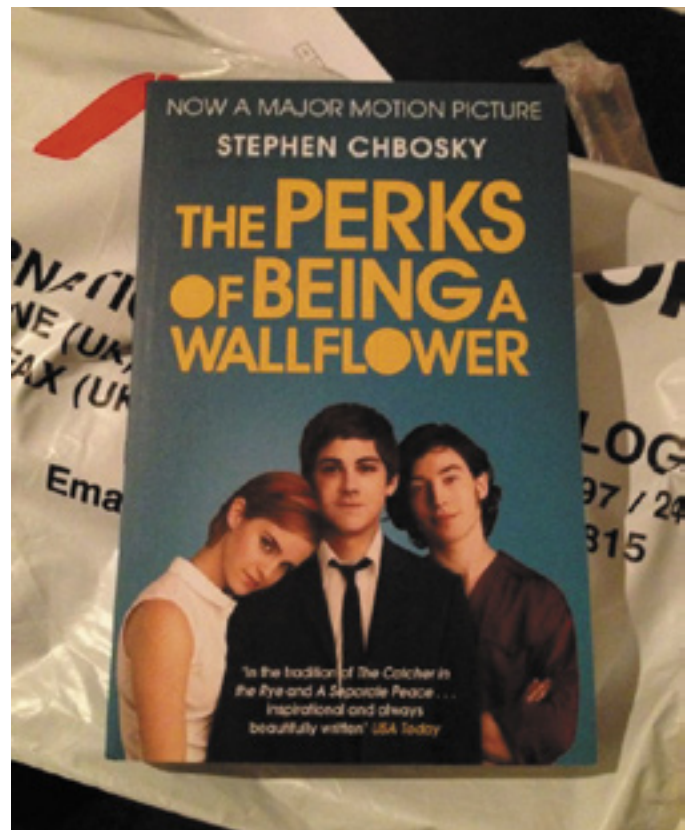
## Perks the Novel

The movie *The Perks of Being a Wallflower* is of course adapted from the novel of the same name by Stephen Chbosky. The upcoming movie has renewed interest in the book and sales have soared. For 10 weeks it has held the 3rd or 4th spot on the New York Times Bestseller list for Children's Paperbacks, and has now jumped to the number one spot.

Perhaps a new cover helped. The novel has been reissued to tie in to the movie, and it now features a new cover based on the poster for the movie, with Emma Watson, Logan Lerman and Ezra Miller.



But wait, there seems to be another cover. Emma herself tweeted this photo, saying "I can't believe I get to be on the front of this book. It's just too cool. #happy" Perhaps this is a special edition?



## Noah Update

Filming for *Noah* in Iceland has finished. Darren Aronofsky tweeted a pic from the last week of the shoot, and then on August 21 said "on leaving iceland, i have nothing but love for the nation and it's people. the icelandic crew of #noahmovie is family. i will return soon."

It's been a very closed set apparently, no shots of actors in character have come out, except for one of Russel Crowe as Noah.





# Emma Watson, Fairtrade and People Tree

by Neve

"Global Village, an environmental campaigning NGO, was founded in Japan by green activist Safia Minney in 1991. That was the beginning of a long story that saw People Tree launched in the UK in 2001. The brand has been growing strong ever since. It sells its products via Mail Order Catalogue and through Fairtrade shops throughout Japan, Britain and Italy.

## Emma's Partnership with People Tree

When Emma got involved with People Tree in 2009, we think it is safe to say that

most of us did not know about the brand. And clearly, its association with Emma brought it a well-deserved attention from different media (fashion magazines and fan websites, among others).

Emma said that she learnt about People Tree "because my friend, Alex Nicholls, was wearing this great People Tree T-shirt one day, which I liked. He then told me all about the company – he knows Safia and said that I should meet her. He set up an introduction and Safia and I just clicked. A couple of weeks later she got in touch with the idea of a teen range – they were doing older ranges and baby clothes but nothing in between – and asked if I'd like to help put it together. I said yes straight away."

## People Tree and Fairtrade

So what does People Tree do that other brands don't? Well, as we're sure you know by now, it is a retailer with a conscience that sells clothes made with organic and



Emma Watson and Safia Minney



Emma was involved in every stage of the process.

fairly traded cotton, by hand and by fair trade groups using weaving, knitting and embroidery, thus helping to create livelihoods for disadvantaged groups in countries such as Bangladesh, India or Nepal.

Emma says she is passionate about fair-trade - she says, "The first time I heard about fair-trade was during a geography coursework project, and I remember thinking, 'Why isn't everything fair trade?' Everyone knows about fair-trade bananas and coffee, but of course anything can be fair trade. Fair-trade fashion costs a bit more but allows those who make it to earn a decent living; to be able to take care of their families and live with dignity".

For the record, Emma stated that she was never paid for her work for People Tree and that everybody that got involved in the photoshoot (her friends, photographer Andrea Carter-Bowman and the crew) worked for free. She has also stressed that although she had not been a designer but a "creative advisor", the collection was not just another celebrity endorsement.

In fact, Safia Minney has mentioned several times that Emma fully committed to the collections, often working late at night on

designs and picking materials and colours, after a full day of being on the HP set (in 2009) or attending classes at Brown (in 2010). And while we will admit that we may not always be the most objective People when it comes to Emma's projects, we did think that it showed! The very fact that the collection was named "Love from Emma" and that Emma and her friends modeled it made it very special for fans...







Emma and friends modeled for the collection

## The “Love from Emma” Collection

According to the People Tree website, the aim was to create a range for teenagers (16-24, boys and girls) that appealed to their consciences as well as their sense of cool. “We’re not asking for the sympathy vote” said Safia. “Our designs need to hold up against the high street but also have that level of quality and integrity that you just don’t get from fast fashion”. In other words, the idea was to design clothes that young People would like and that could compete with other brands such as TopShop.

## Emma’s Trip to Bangladesh

In summer 2010, Emma went to Bangladesh, first going to Dhaka, the capital city, then to Swallows, a 200 women community that produces some of



Emma at Swallows in Bangladesh

the clothes sold by People Tree. There is really no point in writing much here, as everything you will want to know is on People Tree's website ([www.peopletree.co.uk/content/30/videos](http://www.peopletree.co.uk/content/30/videos)), in a 10 minute video interview of Emma conducted by Safia Minney, but clearly the trip was somewhat of a culture shock for Emma, especially when she saw for herself what the slums in Dhaka were like and the living conditions for garment factory workers.



## Critical Acclaim, Commercial Success

The collection was rather well-received. The clothes were easy to wear, young and playful, the slogans fun (Emma said she was keen not to preach). The Times even praised Emma's work, saying she provided "an understanding that a bit of Hollister jersey blended into American Apparel basics, and topped off with humorous slogans, will mean that these clothes can transcend their worthy beginnings — and just become cool". And clearly the sales went up accordingly, since Emma then launched two other collections that proved to be just as successful as the first one. Overall sales for the collections are over £446,000.

## Our Review

Some of us at EW.net have bought items off the People Tree website. From the first



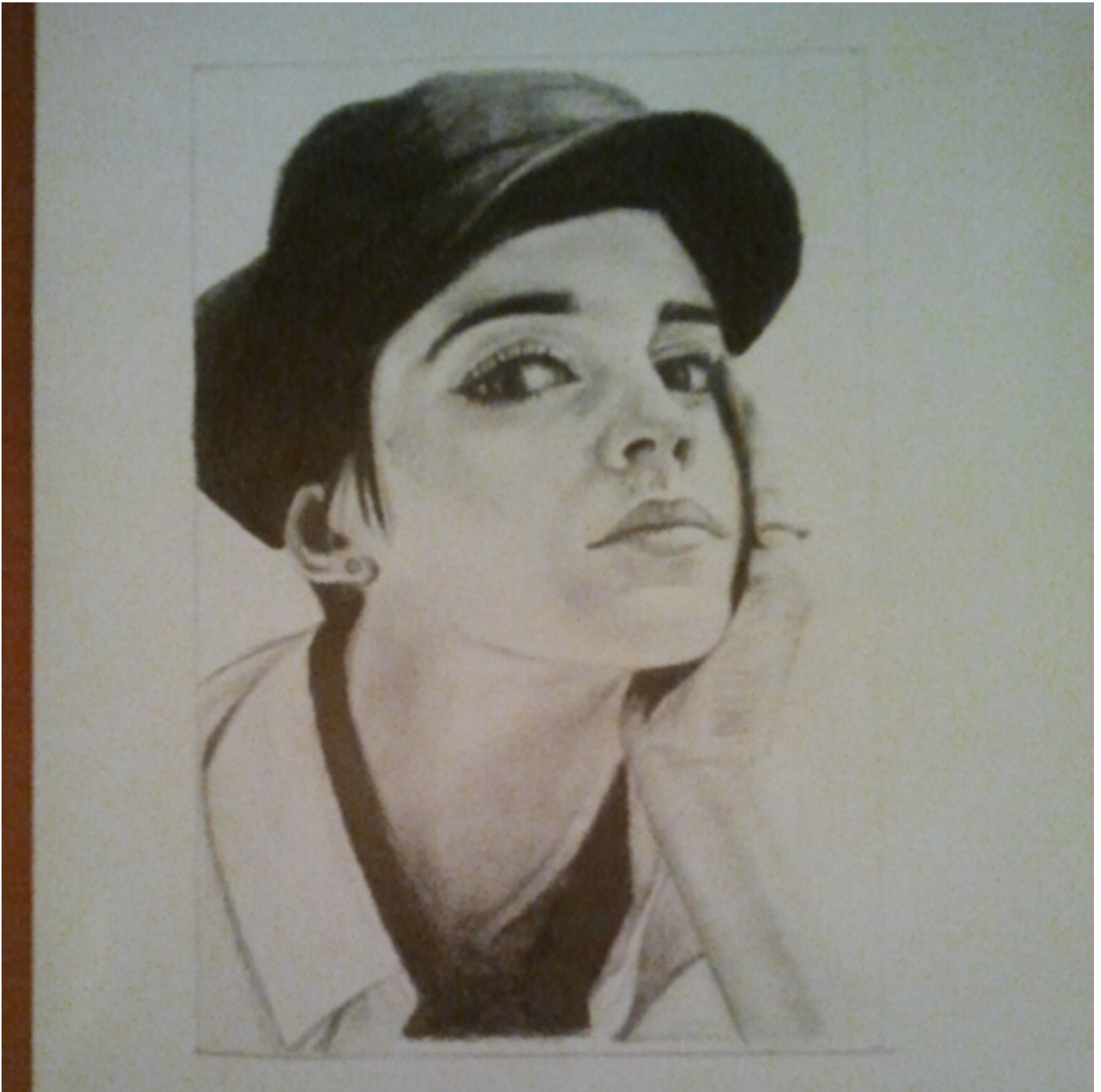
collection, I own a college light grey bag with a slogan that says "Please don't panic, I'm organic" (I couldn't help smiling!) and I love it, as it makes the most useful sportsbag. Another staff member bought the Belmont Hoodie which he says is well made, fits great and is very soft and comfortable. I also own a little black dress from the second collection that I spotted when Emma modeled it: it's classic with an edge, but a little bit short... Last but not least, I also own a t-shirt from the third collection, that carries a rose necklace design by Emma, and it's really soft and comfortable. All in all, I am very pleased with the items I purchased and I have now become a People Tree addict who buys clothes from the regular, non-Emma collections.





# Fans Corner

*Artwork from our visitors*



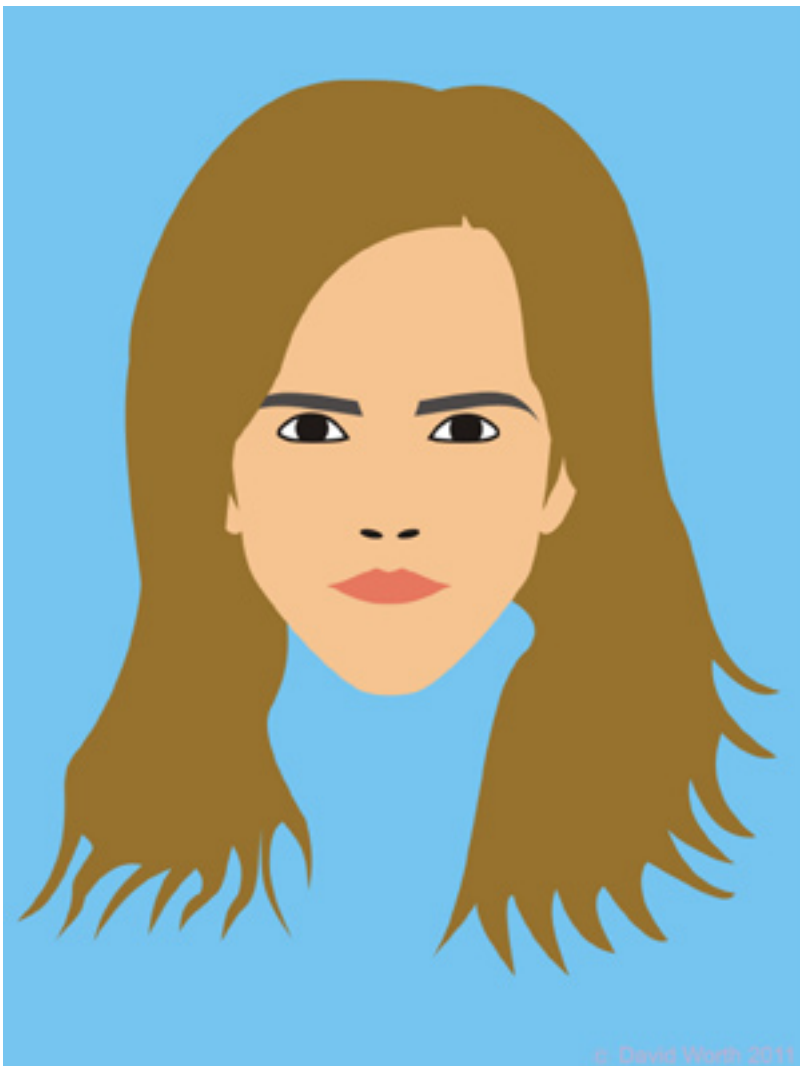
*Sarah*

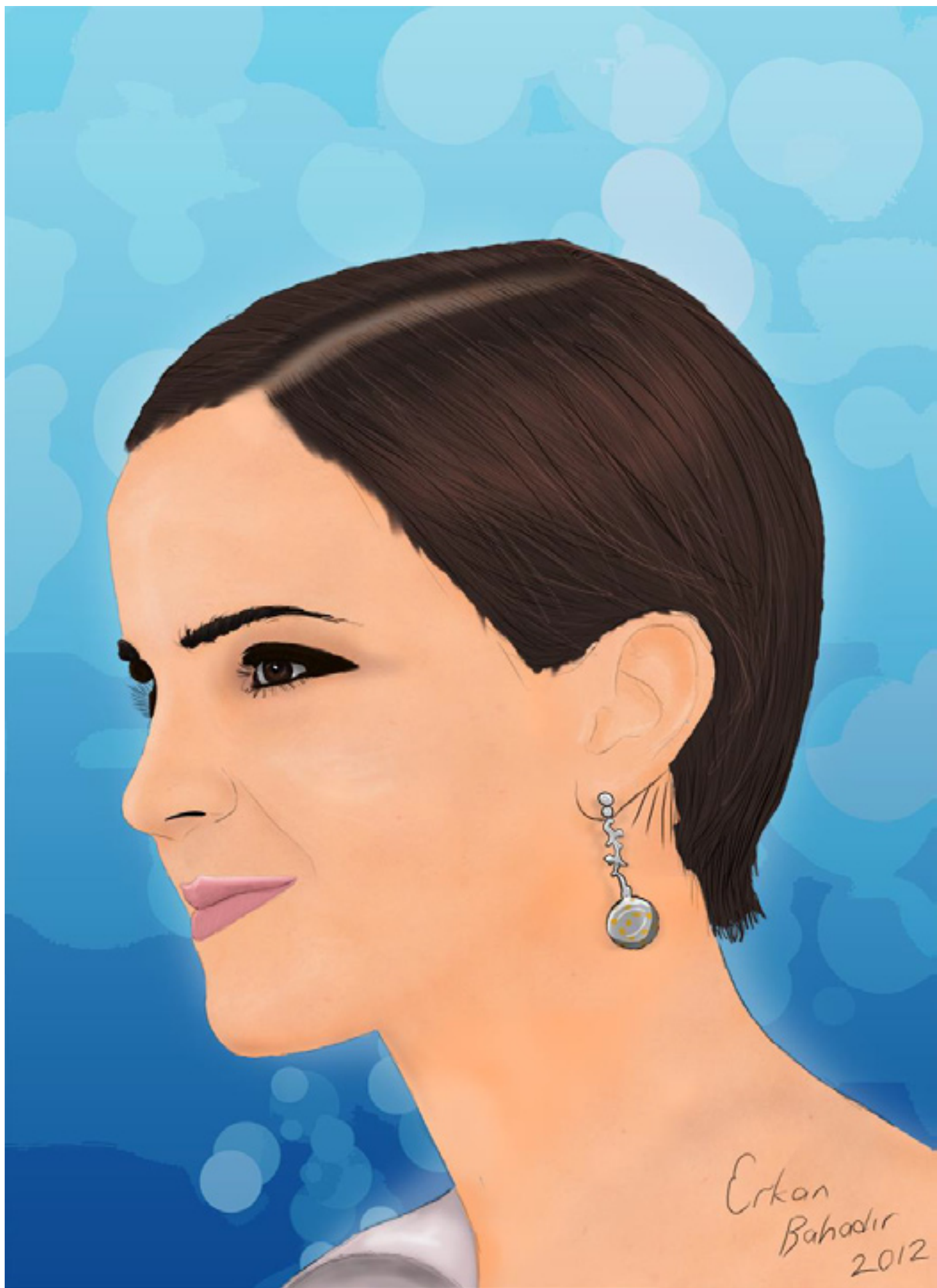


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*David*









Alexandra





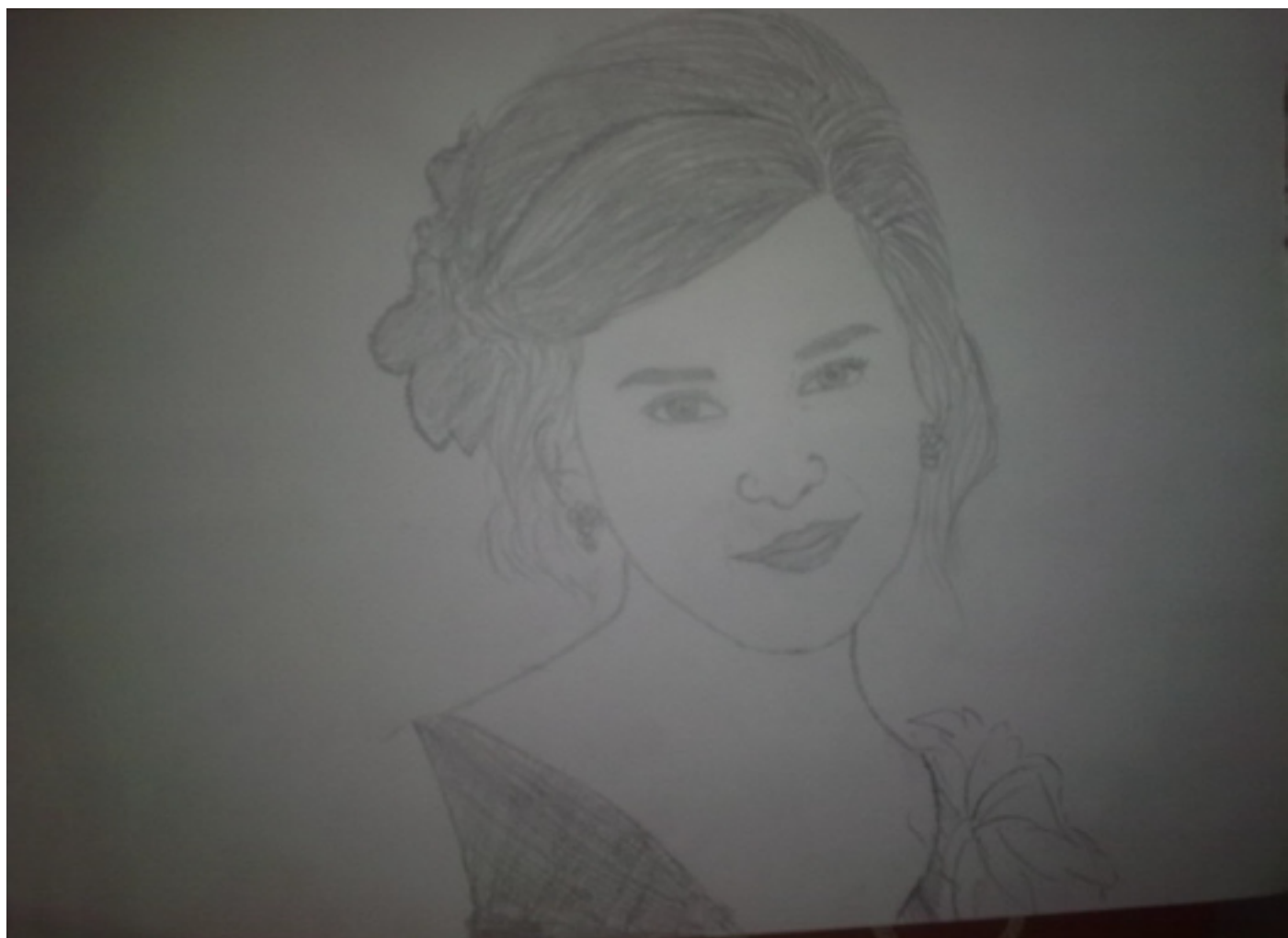


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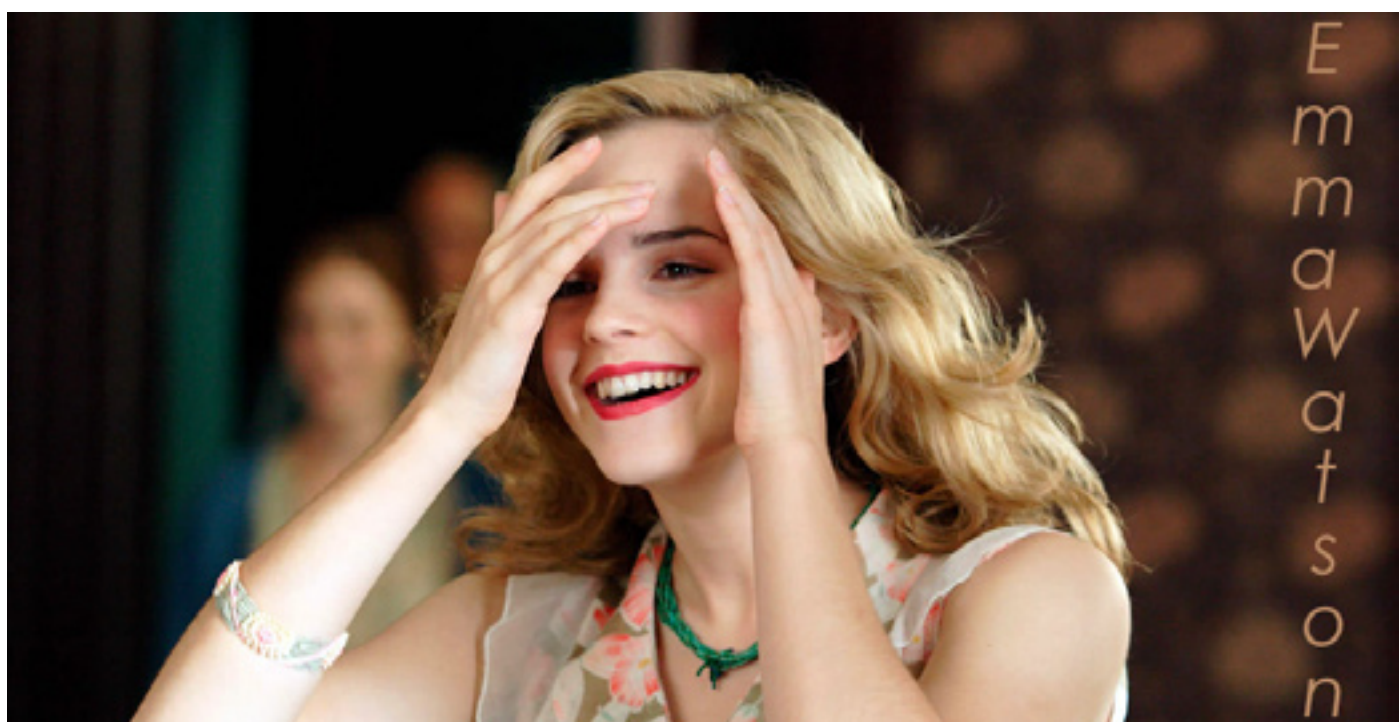
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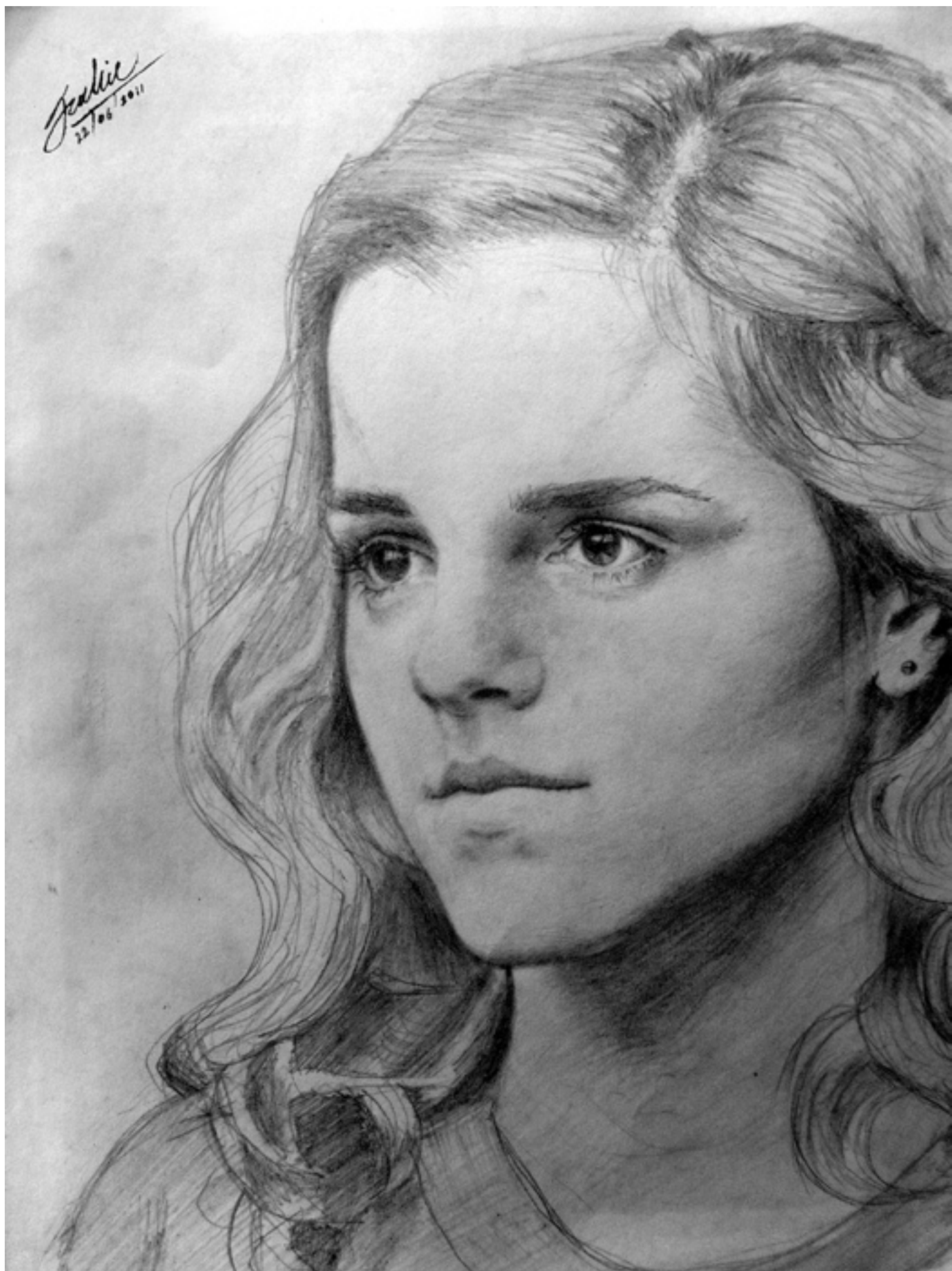






*Dovile*





*Jackie*



# How to Contribute

If you have suggestions, an idea for an article, or would like to write an article, contact us at [watsonweekly.magazine@gmail.com](mailto:watsonweekly.magazine@gmail.com)

You can also send artwork, graphics, poems, etc. for Fans Corner to the same address.

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