

ETHICAL FASHION

LORD B



"Dynamic, determined and roguish, Lord B spreads one of his multicolored wings inviting us to join him in his fight to save his ancestors' forest, the amazonic forest."

Little in size, but large in talent, we have fallen for this feathered fellow. Naughty and charming, one day he stood on my shoulder and seduced me with his love songs and non-conformist murmurs. He whispered into my ear all that he had in his heart: rants, passions, joys and sorrows. Dynamic, determined and roguish, Lord B spreads one of his multicolored wings inviting us to join him in his fight to save his ancestors' forest, the amazonic forest. We invite you to discover it...

"ANIMAL POWER GRRHH ... !!!"

Lord B launches its Parisian style bureau and sticks its claws out with a new t-shirt collection and different products, which are based on a "percentage of profits" formula that actively militates to save the Amazon forest.

The iconoclastic emblem of this young start-up is no other than Lord B "the Paris parrot", young business parrot, rapper, fashion model, and militant artist. Pioneer and rebel by nature, Lord B is inarguably a true role model for our modern society. It seems to have just the right answers to better preserve our planet.

He sets example, along with its

friends: 5% of its sales profits (badges, t-shirts, books) as well as 100% of donations received by its music sales will be donated to reconstruction of the Amazon forest.

"Lord B, what would you whisper into your horses' ear?"

"I'd whisper: it IS possible! We can still save our beautiful planet's lung!"

Hans Henrick, the artistic director of Lord B invites us to visit the following sites to read more about his young partner.

www.myspace.com/lordbparis

www.ruelordb.com

www.lxbparis.com

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Above > 5 Lord B T-shirt styles sold through the following site :

www.lxbparis.com

Above on the left > Lord B

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www.marclavaud.com

