

## SHEEP & PELLE: How Two Immigrants Are Taking A Step Further In Sustainable Fashion



**Hobart, Tasmania Mar 31, 2022 ([Issuewire.com](https://www.issuewire.com)) - [SHEEP & PELLE](#), a slow fashion brand for men is taking transparency and ethical clothing a step further.**

Founded in 2019 by Mohammad Ovi and Imran Hossain, the brand is now based in Hobart and is a pioneering slow fashion brand in Australia. The duo has understood one fact eons ago that Mother Nature is not only the life force but also the spring of their very intrinsic inspiration. Therefore, preserving it is an integral part of the brand.

“Instead of buying 5 shabbily made garments, buy 1 garment of good quality that promises to last longer,” the founders say.

By now we all know how dirty and polluting the fashion industry is or can be, but the founders of SHEEP & PELLE are here to make a change by introducing a collection of timeless classics which can be worn for years and also be returned to the brand after 2 years for a \$5 reward for each garment returned. This [Restoration Program](#) by Sheep & Pelle is introduced to reduce the textile waste in landfills.

“We have introduced this program to inspire our customers not to throw old garments away instead return them to us and get a small reward of \$5 as a token of appreciation from us,” Mohammad says

“And we try to give the garments a second life by repairing or recycling it,” Imran adds.

[SHEEP & PELLE](#) started with a humble beginning from their garage and has experienced insane growth in recent days. Thanks to Gen Z for taking their part in making fashion more sustainable.

“We make durable garments with a modern touch leaving a light footprint on the earth. Currently, it’s impossible for any fashion brand to leave a Zero footprint on earth when making clothes, but soon we will make our way to nearly Zero footprints on the earth,” the founders added.

To maintain stringent quality, all of its products are manufactured in Europe, because today’s informed and responsible consumers like to know where and how their favourite shirts or t-shirts are made and finally ended up in their wardrobes.

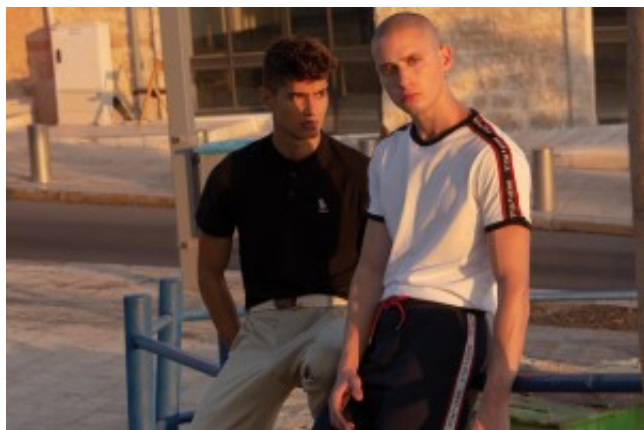
They even plan to share the brand's profit with the workers to appreciate their efforts and to ensure a safe and fair working environment for them.

“So far our biggest strength is our honesty and commitment to the earth and its people,” Mohammad said.

Their first collection was sold immediately to their friends and families. Soon words for their product quality have spread all around Hobart.

Today, the brand prides itself on its ever-expanding selection of ethically-made men’s garments.

“The world is changing rapidly and we shouldn’t forget to secure a better world for our upcoming generation”.



## **Media Contact**

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