



Debenhams £99

The Right FIT

The rural countryside is well-known for a lot of things – its picturesque beauty being a big one.

Something it is not particularly renowned for, however, is its determination to stay on trend.

Looking to break this stereotype and utilise its aforementioned appeal, FITclothing has taken inspiration from the rural settings surrounding the brand's home-county of Herefordshire and launched its new line of T-shirts.

The rural theme of these T-shirts shines through with the brand's use of earthy hues, artistic tree designs and woodland creatures as well as festival-based puns.

The unique designs have been created for FIT by students at Hereford College of Arts and the company puts a big emphasis on keeping their products ethical.

Owner of FIT, in Widemarsh Street, Hereford, said: "Unlike a lot of brands, we wanted to do it right by sourcing ethically produced product.

"That's when we were fortunate to come across AIM Apparel who are an American charity based in Cambodia."

He added: "Their aim is to provide education and vocation for young women who have been subjected to sex trafficking.

"The rescued women are provided training in garment manufacturing, healthcare and language education, all while being compensated well above the national average."

The FIT T-Shirts can be found online at fit-clothing.net or just over the border, at the Hereford store, which also sells a range of branded clothes including Diesel, Superdry and Jack & Jones.

These well-crafted T-shirts have a great look and you can feel the quality in the material. What's more, you know you're looking good while making a difference to somebody in need.

