



**CHARLIE BANANA®**

**FOR IMMEDIATE RELEASE**

**Public Relations for Charlie Banana®**

Carolyn Sutton

Email: carolyn@charliebanana.com

Phone: 214-454-9214

**CLOTH DIAPERS ARE STRUTTING DOWN THE RUNWAY –  
CHARLIE BANANA® UNVEILS ITS FASHION COLLECTION BY MATTHEW LANGILLE**

*First Cloth Diaper Company to Partner with World Renowned Graphic Artist &  
Designer to Make Moms Swoon Over Stylish Cloth Diapers*

HONG KONG (September 1, 2011) – This season, fashionable baby bottoms are stepping out in original high-end prints, brilliant colors, and eco-fabulous design with the introduction of the Charlie Banana® Fashion Collection by Matthew Langille. Moms are passionate about shoes, handbags and daily fashion and now they can obsess over their little one's fashionable bums with the Charlie Banana® Fashion Collection.

Matthew Langille, 29, has designed artwork for more than 100 fashion houses/design brands globally including previous collaborations and designs for Swatch, Marc Jacobs and Victoria's Secret. Langille approached Charlie Banana® to design a custom line of diapers, his inspiration stemming from his first son, due September 2011.

"I couldn't resist my design on the modern, stylish Charlie Banana® diapers – especially given fashion-savvy parents use Charlie Banana®. These cloth diapers are by far the most innovative, modern hybrid diapers on the market," said Matthew Langille. "Partnering with a company that allows my artistic ability to shine through and produces an eco-friendly product that will be a big part of my son's life is the perfect combination."

Six original designs will be available including BlackBerry, Lovey and Dovey, Handsome, Cutie, Robot Bleu/Robot Pink and Petit Coeur – all featuring punchy colors and an artistic retro feel. The Fashion Collection will be available as a Single Diaper in both Size and One Size and a Pack of 6 combination diapers.

"Charlie Banana® is leading the cloth diaper industry with hybrid, luxurious diapers – and we're thrilled to add an exclusive line of chic options featuring an upbeat, humorous twist," said Gaëlle Wizenberg, CEO of Winc Design, Inc. "Our top priority is to be innovative and eco-friendly, while making hybrid cloth diapering more attractive for new parents. Working with the uber-talented Matthew Langille has been fun and we love that his son will be a Charlie Banana® baby from the start."

Cloth diapering is no longer safety pins and old-school styles of diapers. The Charlie Banana® Fashion Collection by Matthew Langille brings all the practical benefits of hybrid cloth diapering, while revitalizing the look and making them more fashionable for babies.

"Each diaper print uses pops of colors and quirky, lighthearted designs to illustrate my style. There is a little something for everyone," said Langille.

The company is also launching more organic cotton leg warmers in smashing black, red, turquoise, Shanghai green, yellow and hot pink – a complete Tutti Fruitti color palate, all made of organic cotton. The solid print leg warmers coordinate with the entire Fashion Collection and will accessorize any Charlie Banana® diaper.

Charlie Banana®, which officially launched in the United States in mid-September 2010, is an innovative hybrid diapering system and collection of eco-friendly diapering accessories. The products do not contain chlorine or perfume and many accessories are made with organically grown cotton.

The extensive Charlie Banana® product collection includes its PTPA Seal of Approval 2-in-1 Reusable Hybrid Diapering System, Organic Wipes, Biodegradable Disposable Liners, Tote Bags, Diaper Laundry Bags, Baby Training Pants, Underwear, 2-in-1 Swim Diaper & Training Pant, Organic Cotton Baby Leg Warmers, Reusable Feminine Pads and Reusable Nursing Pads.

Charlie Banana® proudly supports Operation Smile Inc., a worldwide medical charity that changes the lives of children suffering from cleft lip, cleft palate and other facial deformities. One percent of all Charlie Banana® sales will be donated to Operation Smile.

To view the entire collection, Charlie Banana® will be located in Booth #337 at the ABC Baby Show.

Products are currently available at [www.amazon.com](http://www.amazon.com), [www.babiesrus.com](http://www.babiesrus.com), [www.diapers.com](http://www.diapers.com), [www.target.com](http://www.target.com), [www.charliebanana.com](http://www.charliebanana.com) and national and international retailers. Visit [www.charliebanana.com](http://www.charliebanana.com) for more information and to find the closest retail location.

**About Charlie Banana®**

*Established in 2010, Charlie Banana® is the international, luxury brand of modern cloth diapers and organic baby products. Charlie Banana® was created out of love for eco friendliness, quality and design by cloth diaper industry experts with more than 12 years combined experience. The Winc Design Ltd family and children are the inspiration behind Charlie Banana® – with the desire to design products that individuals feel confident to use on their babies and themselves. For more information, contact [www.charliebanana.com](http://www.charliebanana.com).*

**About Winc Design LTD.**

*Based in Hong Kong, Winc Design Limited is a distributor and manufacturer of cloth diaper products. Being based in Hong Kong reduces shipping cost for customers and reduces the company's carbon footprint by having manufacturing at the door. Winc Design Ltd. has been nominated as the "Earth Champion" for waste reduction in years past. Winc Design actively promotes waste reduction on a daily basis and all of products are made with care.*

###