



Welcome to Fiord Clothing.

Press Release: 11th March 2018.

Discover the world of Fiord Clothing. Surfing inspired apparel from summer t-shirts to winter jackets. Here at Fiord Clothing we believe in change, by sourcing recycled organic cotton and using carbon natural factories we are able to create eco-friendly clothing at an affordable price.

Fiord Clothing is a surfing brand founded by sixteen-year-old Tyler Shannon on Friday 30th June 2017. Whilst based in a seaside town called Torquay Tyler had the view to create high quality, eco-friendly clothing. The name 'Fiord Clothing' is derived from the word 'Fjord' in The Netherlands. Our founder said, "I chose the name because I think Fjord's are elegant and bespoke natural creations".

During August 2017 we decided to create a range of prototypes for marketing analysis. The prototypes were placed in a surfing retail store called Jibset Marine. Our founder said, "We predicted that the women's apparel would sell out before the men's, to my amazement the men's sold out before the women's and this was only within a couple of weeks."

Here at Fiord Clothing we find the environment important, the world we live in is constantly changing and not in a good way. Pollution is ripping a giant hole in our atmosphere and millions of children around the world are suffering from malnourishment and yet, we choose to do little to nothing.

We strongly believe in the work that UNICEF are doing to provide millions of children around the world suffering from malnourishment and lack of education with aid and support. That's why as a company we have voted unanimously to organise a multi-day with eighteen schools around the Torbay area. Details are yet to be disclosed at this time, but we are confident that World Children's Day will help inspire change to the future generation of the world.

Thank you for your time and we hope to be hearing from many of you soon. For more product, contact and retailer information please visit our website: <https://fiordclothing.co.uk/>.

Kind Regards,
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