

Search engine for sustainable fashion launches in the UK

AMSTERDAM, MAY - After its success in the Netherlands and Germany, Project Cece (stands for Conscious Clothing), the online search engine for fair and sustainable fashion, is expanding to the United Kingdom. To make it easy to find ethical clothing, Project Cece collects fair and sustainable fashion from over a hundred different webshops on one website.

Project Cece makes finding ethical fashion easy

The fashion industry is very dirty - millions of people are exploited and it's one of the most polluting industries in the world. In the last few years, more information about these awful conditions has reached the public and people want to see change. [Asked if they would buy clothes from unethical fashion brands, 55% of UK consumers state they prefer not to.](#)

However, making that step to actually buying fair and sustainable fashion is still hard. The clothing is harder to find as it is spread out over many, typically smaller, webshops such that you have to browse multiple websites to find what you're looking for.

This is where Project Cece comes in. Project Cece uses in-house developed web tools to automatically collect the products of all these sustainable webshops on one website, giving you a complete overview of all available ethical clothing. With insightful icons, to-the-point descriptions and filters, Project Cece helps consumers find clothing that fits their style, budget, and values.

Female founders with a mission

Project Cece was founded by three students: the sisters Marcella and Melissa Wijngaarden and Noor Veenhoven. When they realised the large negative impact the fashion industry really has for people and the environment, they decided to make the switch to sustainable fashion. But finding ethical clothing turned out to be not as easy as finding *fast-fashion*, for which you can use sites with large collections such as Zalando. Marcella, who had just finished a minor in programming, was fed up with having to search for hours through different webshops just to find a simple sustainable top that fitted her style and budget. "This should be easier, there should be a website that brings it all together, like an Amazon of conscious clothing." said Marcella, "If such a website does not exist I will build it myself!" And so she did.

One year later Project Cece launched in the Netherlands. The founders had a simple goal: making it easy and fun to buy sustainable fashion. If more consumers decide to buy sustainable fashion, the fashion industry has no choice but to change.

United Kingdom here we come!

Britons are known to be avid shoppers and *fast-fashion* lovers. However, the UK is also home to many sustainable brands that try to make a difference and more and more people do want the fashion industry to change. Public opinion is slowly switching in favour of ethical fashion and Project Cece is launching in the UK to accelerate this process.

Summary: *Project Cece, a Dutch tech and fashion start-up founded by three young women from Amsterdam, is launching in the United Kingdom. Project Cece is an online search engine that collects sustainable clothing from small and large ethical webshops in one online overview where it is easy to browse through different items. By launching in the UK, Project Cece hopes to help consumers make the switch away from fast-fashion by making it easier to find ethical clothing of their choice.*

Contact information:

Name: Noor Veenhoven

e-mail: info@projectcece.co.uk

telephone: +31646260820



Founders Project Cece: Melissa Wijngaarden (left), Noor Veenhoven (middle), Marcella Wijngaarden (right)



Fair Trade

Environmentally friendly



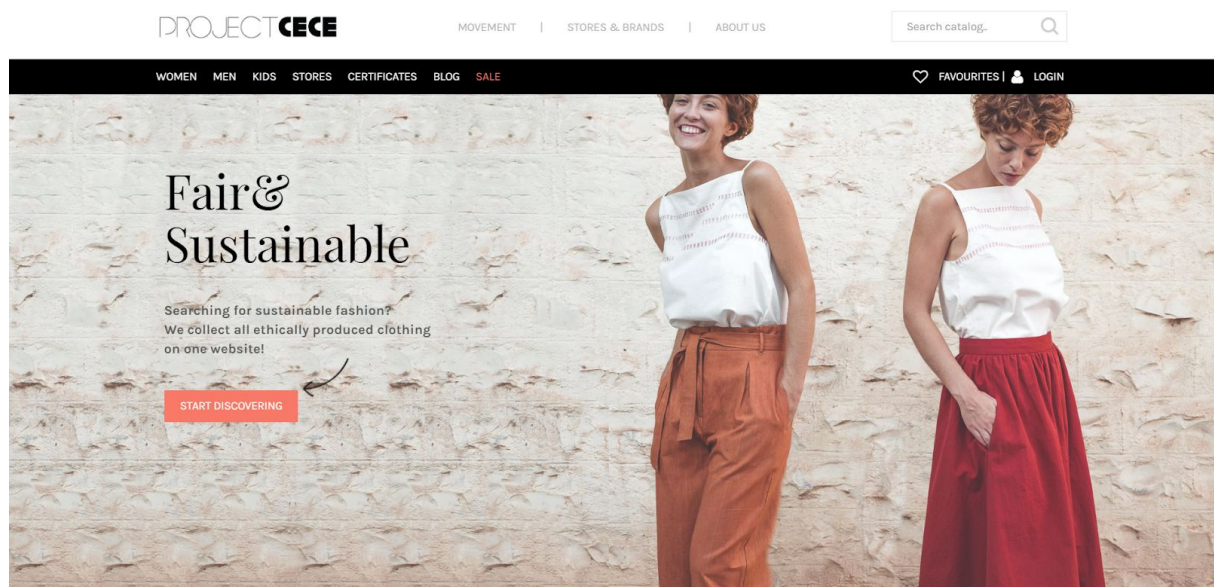
Local production

Vegan



Good cause

Project Cece labels



Homepage