



CANDICE SWANEPOEL + MOTHER

CANDICE SWANEPOEL + MOTHER LAUNCH SPRING 15 CAPSULE COLLECTION PROCEEDS TO BENEFIT THE ELIMINATION OF PEDIATRIC HIV

MOTHER and South African supermodel Candice Swanepoel are excited to announce the launch of their 90s street style-inspired capsule collection shot by renowned photographer Russell James. The collection, due in stores mid February, features seven styles including ultra high waisted skinnies and cutoff shorts available in four washes. Proceeds benefit mothers2mothers, a South African-based non-profit organization that works to prevent the transmission of HIV from mothers to their babies.

MOTHER co-founders Lela Becker and Tim Kaeding approached Candice for her much-loved 90s street style. "Collaborating with Candice was such a pleasure. Everything we worked on together was distinctive and unique to her style. She had a very clear vision of what she wanted - it made it really easy to create a capsule collection of model-off-duty street styles that are not only easy to wear, but of course also very sexy!" said designer Tim Kaeding.

Candice worked hand-in-hand with Tim on every detail - from the design, fit, and washes to the logo, hardware and hangtags - in order to ensure the collection reflected her personal style. She even incorporated her family crest, a swimming swan, onto each piece. "I had such a great time developing this collection with Tim and Lela." shared Candice. "Not only was I able to explore my own creativity, but also garner attention and support for an organization that saves lives and empowers women and mothers-to-be."

A portion of the proceeds will be donated to mothers2mothers which trains, employs and empowers mothers living with HIV, known as Mentor Mothers, to work alongside doctors and nurses in understaffed health centers to provide lifesaving education and one-on-one support to HIV-positive pregnant women and new mothers. Since 2001, the organization has reached more than 1.2 million HIV-positive mothers and their babies in nine countries in sub-Saharan Africa.

The collection will be available at fine boutiques and department stores worldwide. Samples and images are available upon review.

Proceeds Benefiting:



www.m2m.org

MOTHER

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