

## Farmington Hills woman begins clothing line to help villages in Peru, Indonesia

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While backpacking through Peru and Indonesia after college, Mallory Brown, 24, witnessed the depths of poverty. But the people she met rarely asked her for money.

Instead, they wanted the shirt off her back.

"I was blown away by how many people needed clothes," said the Farmington Hills resident. "Money goes to buy food and water because they need to be replenished daily. Clothes are put as second."

So, this year, she decided to put clothes first.

In September, Brown launched an online store called World Clothesline. The premise is conscientious consumerism: People buy an American-made, Brown-designed shirt or sweats at [worldclothesline.com](http://worldclothesline.com), and Brown donates one of the same shirt or sweats to the villages.

People who pay an extra \$10 can track where the donated item goes. Her goal is to get 50 each of T-shirts and sweats, which she will then deliver to Peru and Indonesia.

She's also thinking locally. The matching donation from her Statue of Liberty T-shirt, which is her best seller, will stay in Detroit. World Clothesline is similar to Newman's Own and TOMS shoes, whose business models couple profit with philanthropy. Newman's Own donates 100% of profits from dressings and sauces. TOMS shoes sends a pair of shoes to a child in need for each pair purchased.

And as American consumers in a weak economy demand more than utilitarian value from the things they buy, companies are listening, and many are doing well.

"It's changed our psyche," said Bonnie Knutson, Michigan State University professor of marketing. "If I buy a shirt and it's a feel-good experience ... it's two-for-one."

Brown's shirts have Peruvian, Indonesian and U.S. emblems and she donates the same-style shirt without the design.

"People give more when they themselves have been in need," she said.

But who gets that giving may shift, said Aradhna Krishna, University of Michigan professor of marketing. Traditional nonprofits might receive fewer donations because of for-profits that are built on a philanthropic philosophy, like Brown's, or who "cause market" through particular items, such as the Gap's RED campaign for AIDS.

Still, said Krishna, Brown's idea is good.

"This is one way of setting herself apart and it's doing a lot of good," she said.

