

# Organic cotton products ... quality counts

By Farah El Alfy  
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**G**erman soap opera star Isis Schabana searched her hometown of Hamburg for natural clothing (without ingredients sprayed with pesticides) because of her sensitive skin. Sure enough, there were real eco-friendly clothes lines, but she wondered why natural was synonymous with out-of-fashion?

Realizing the gap in the market, Isis created her own line

entitled "Cotton Girl," which uses strictly organic Egyptian cotton in flattering designs and fashionable cuts.

The petite brunette looks Egyptian, thanks to her Egyptian father. She grew up in Cairo, where she attended the German School, and later moved to Germany where she pursued an acting career.

Four months ago, Isis decided to launch her company in Hamburg, and only this week she kick-started the same business in Egypt. For now, orders are only made online, although Isis and her local

distributor Sherin El-Lakwah plan to make their products available in various high-end stores around the city.

At the moment the main products available locally are bathrobes. But don't despair, these aren't just any bathrobes. It took Isis two years to come up with the perfect design, combining comfort, style and quality.

"It's fashionable yet classic and makes you look very slim, even if you're not so slim," explains Isis.

The white, soft and fluffy robes are designed like trendy bell-shaped raincoats, cut right

above the knee. The sleeves are also bell-shaped, and look seductively elegant.

The children's version is adorable embroidered seahorses and starfish on the front, pink for girls and blue for boys.

Robes for men, t-shirts, bed sheets, towels and underwear are in the pipeline.

Simplicity is king for Isis. So far all products are white, but there are plans to produce them in grey and black.

In Germany the products were big hit. "Now, in Egypt, there is more awareness of natural and organic products

and a need for them," says El-Lakwah, who is optimistic about the local market.

Natural Egyptian cotton and flawless German finishing comes at a high price though — even though the prices are reduced for the local market. A woman's robe costs LE 985 while robes for the little ones go for LE 380.

"We don't make 10,000 of them ... It's a special product," explains Isis. "Definitely an exclusive high-end product."

*For orders and more information, go to <http://www.cottongirl.de>/Tel: 012 394 5601.*

