



\* THE WIND CARRIES YOU, WEARS THE WIND...



ETHICAL STYLE

## ... AN INDIAN SIOUX NAME ??

Wind Mind, the spirit of the wind. This could have been an Indian Sioux name. This should have been our middle name, we, the kite surfers, windsurfers, mountain boarders from all over the world...

## AT THE BEGINNINGS WERE 2 KITESURF ENTHUSIASTS:

Tristan and Alex, kitesurfing together for years, have witnessed the growth of the extreme sports community. Thus, they decided to create a brand of sportswear dedicated to their passion and respecting the environment through fair trade. It therefore first saw life in strong keeping with the values of the tribe of those who are obsessed by the wind, nature and extreme sensations. The brand was created under the artistic direction of Fanny, another enthusiast who joined the team in December 2006.



Alex



Tristan

Wind Mind is a brand created by wind nuts FOR wind nuts!!



**Ethical** ---> Fair, committed, respect  
(Ethical : adj. (Greek ; ethicos : moral, morality) Something which deals with moral principles, set of rules)



**Ethnic** ---> community, solidarity, tribe, identification  
(ethny : Greek; ethnos : people. Homogenous human society based on the firm belief of sharing the same origins, tongue and culture.)

Família Cruz

Temas:  
• Galinha caipira  
• Feijo com arroz  
• Carne  
• Rebeldas  
• Gostoso

# THE WIND CARRIES YOU, WEARS THE WIND... 3 BEHAVIOURS... 3 COLLECTIONS :

Ask a kite surfer to define his sport, he'll tell that it isn't sport, it's a lifestyle, a lifestyle depending on the anemometer and in which there isn't any frontier. It is a lifestyle whose primary objective is the surpassing of oneself through challenging nature.

Wind Mind elaborated 3 collections respecting this lifestyle :



➔ For its launching, with 6 models of tee shirts, 4 models of jackets, and 3 models of water t-shirts, Wind Mind targets the tribe of the kite surfers. But the 3 collections will be addressed gradually to windsurfers and mountainboarders... It is also envisaged to widen the range with hooded sweat shirts and boardshorts.



THE WIND CARRIES YOU, WEARS THE WIND...  
3 BEHAVIOURS... 3 COLLECTIONS :



\* A slogan, a heartfelt cry, a need!  
The wind forms part of kitesurfer's  
life!



WE WANT WIND !

THE WIND CARRIES YOU, WEARS THE WIND...  
3 BEHAVIOURS... 3 COLLECTIONS :

\* The wind blows... let's go on water!! For the pros, addicted to extreme. It is the collection of the action.



**WIND  
TRACKERS**

THE WIND CARRIES YOU, WEARS THE WIND...  
3 BEHAVIOURS... 3 COLLECTIONS :

\* To combine feelings and  
world discovering



Wind trip



# WIND MIND ... ETHICAL STYLE

Wind Mind is also and especially the Ethical Style,  
that is to say the respect of men and environment.

Every collections are made through **fair trade** so that the men and women who make our products can live in decent conditions thanks to a fair wage and a reasoned labour management.

We also want to be very careful on the choice of our fabrics and the complete transparency of this choice. It is obvious for us to respect and preserve nature using **biological and non polluting ressources**. The 2007 Collection was made in Petropolis (Rio de Janeiro, **Brazil**) by the Onda Solidaria cooperative which doesn't allow us to have a 100% organic production yet. However, our goal for 2008 is to be both fair trade AND organic. We are currently looking for organic cotton.

Lycras and boardshorts are made with polyester. We decided to produce those products in France, helping a small company **to fight against delocalization**. A different way to make fair trade.



Wind Mind is **«1% for planet» member** so that we are transferring a minimum of 1% of our annual sales turnover at this organization which undertakes to redistribute the funds collected with associations working for the safeguarding of the environment. For this year 2007/2008, WINDMIND will transfer this percentage with an association for the **safeguard of the French littoral**.

[www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)

«There is no business to be done on a dead planet.»  
David Brower, Environmental Visionary, 1912-2000



WE BELIEVE IN THEM, THEY BELIEVE IN US!

## 1/ Partnerships

Wind Mind is the official KPWT (Kite surf world championship) sponsor : during all of the 8 stages of the competition around the world and during the finals in Noumea, the whole staff and the riders will wear Wind Mind T-shirts, sweaters and lycras.

[www.kiteboardpro.com](http://www.kiteboardpro.com)



KPWT staff

## 2 / the team

**Julien Kerneur , 15 years old**

Sports: mountain board, kitesurf, snowkite

Home spot : Kerhillo (56)

Achievements: Mountainboard Junior French Champion 2007 and 2006 / Junior Long Run European Champion

<http://julienkerneur.blogspot.com>

**Caroline Adrien, 19 years old**

Sport : kitesurf

Home spot : Tréompans (29)

Achievements: Freestyle European vice Champion 2007 / French Long Run Champion 2006

She can be seen this year at the French championship and the KPWT in Dunkerque and St Gille Croix de Vie.

[http://www.legalizekitesurfing.fr/?page\\_id=22](http://www.legalizekitesurfing.fr/?page_id=22)



Caro



Julien

## HOW TO BECOME PART OF THE WIND MIND COMMUNITY? HOW TO GET THE ETHICAL STYLE?

The website both enables to gather the tribe through news pages, photos and reports AND to buy directly online via the shop.

[www.windmind.net](http://www.windmind.net)

[www.windmindshop.com](http://www.windmindshop.com).

Our myspace page is already gathering wind addicts from all over the globe!

[www.myspace.com/windmind](http://www.myspace.com/windmind)

The site and the shop are already available in 3 languages : French, English and Spanish.

We are actually searching distributors all over the world, especially surfshops and fair trade shops.

## COMMUNICATION

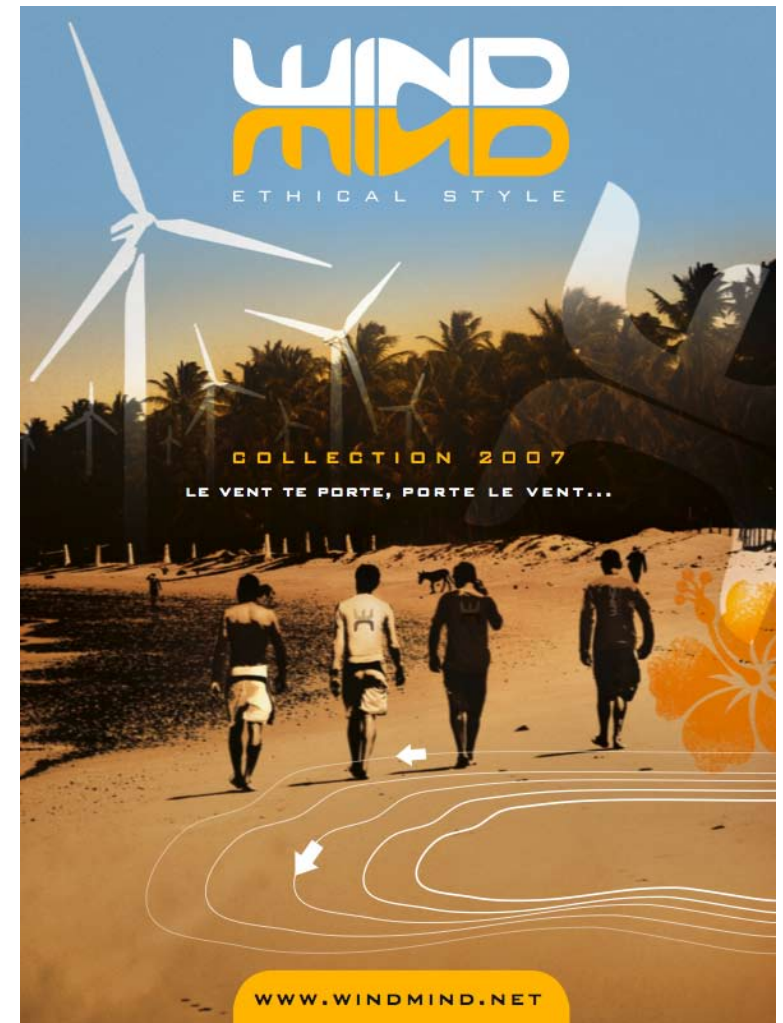
Press visuals and products visuals are available in high definition on demand.



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