

Press release

Wonderlands: underwear saving lives

Alte Spinnerei Murg, 23rd March 2015 – Wonderlands and Swiss Foundation for Mine Action (FSD) report remarkable results for their partnership during 2014.

The Swiss start-up Wonderlands launched its male underwear collection for the environmental and social conscious men in October 2014. The company business model, which is based on the values of “Planet and People”, aims to preserve the natural resources whilst supporting causes and communities in need around the Globe. At Wonderlands, customers are not only responsible for choosing the products they purchase but also the causes which receive support. This innovative and transparent concept raises awareness of specific social problems faced by communities around the World as well as ensures that the company supports what is important to its customers. Available at www.wonderlands.ch.

How underwear can save lives

It is estimated that since 1975, over one million people, mostly civilians, were killed or injured by landmines. These vicious, small explosive containers are designed to cause serious injury to a person through an explosive blast or fragmentation. What makes an anti-personnel mine so abhorrent is the fact that they are designed to maim and not to kill. Anti-personnel mines cannot distinguish between the footfall of a soldier and that of a child. Unlike bullets and artillery shells, mines are not aimed or fired, instead they lie dormant until a person or animal triggers their detonating mechanism (*source: FSD*).

Wonderlands entered a charitable partnership agreement with FSD last year. The partnership aims to support the courageous work of FSD teams in clearing land from mines and other explosive remnants of war. With every purchase, a donation of 5% is made (according to customers' choice). Although the percentage might seem little, the results for such a short period (the company was launched on the 19th October 2014) are, at least, impressive. Proven to be very popular amongst customers, this partnership already resulted in the clearance of 28,200 square meters of mine fields during 2014.

A vision for safety

“FSD’s focus is on locating and destroying landmines, therefore preventing horrific accidents from happening to innocent people and animals. This is extremely essential work in countries where they operate. It gives me great pleasure to know that, in less than two and a half months, so much has been achieved. Literally, it can be said that this partnership allows our environmentally friendly underwear to clear minefields and respectively, save lives. It is a fantastic win-win opportunity to contribute to a better and safer World with every purchase” says Eder Machado, CEO Wonderlands.

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