

# Influencer Platform Octoly Spotlights Impact Fashion Brand INDIGENOUS

*Social Media Influencers Encouraged to Use Their Platforms to Change the Fashion Industry and Change the World*

SEBASTOPOL, CALIFORNIA, UNITED STATES, August 31, 2018 /EINPresswire.com/ -- [Octoly](#), a unique platform that connects thousands of influencers with great brands to receive free products in exchange for authentic reviews on YouTube and Instagram, is bringing awareness to [sustainable fashion](#) by partnering with INDIGENOUS, a 20+ year pioneer in organic and fair trade clothing design.

By spotlighting INDIGENOUS, Octoly is giving social media influencers the opportunity to build a wardrobe that is kind to people and soft on the planet. Each piece of clothing from INDIGENOUS is handcrafted with care from 100% organic cotton and other sustainable fibers, then colored with eco-friendly dyes or no dyes at all. Their regenerative fair trade supply chain model trains and supports women artisans while uplifting whole communities.

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*Scott Leonard*

Through this partnership, social media influencers have the opportunity to use their platforms to advocate for an alternative to fast fashion—an industry plagued with human rights abuses and ecologically harmful practices. The trendsetting influencers of Octoly are in the perfect position to encourage new generations of consumers to change their clothes, change the fashion industry, and change the world.

"We are thrilled to have the support of such a dynamic and up-and-coming influencer platform like Octoly while being able to highlight that fashion can be a force for good on the planet," said Scott Leonard, Co-founder and CEO of INDIGENOUS. "Advancing the cause of [ethical fashion](#) will require collaboration, resources, and passionate new advocates."

## ABOUT OCTOLY

Already the leading influencer marketplace worldwide in with more than 345,000 products placed, Octoly launched in the US market in 2015. Having found great success with their business model in France, Octoly is now changing the way influencer marketing works in the US—especially in the fashion and beauty industries. Octoly's unique product-gifting model enables brands to discover and work with a community of verified influencer talent on a singular platform. In return for receiving a product, the influencers share authentic content/posts with their audiences, thus changing the way brands are looking at marketing and consumer



INDIGENOUS organic + fair trade fashion

engagement.

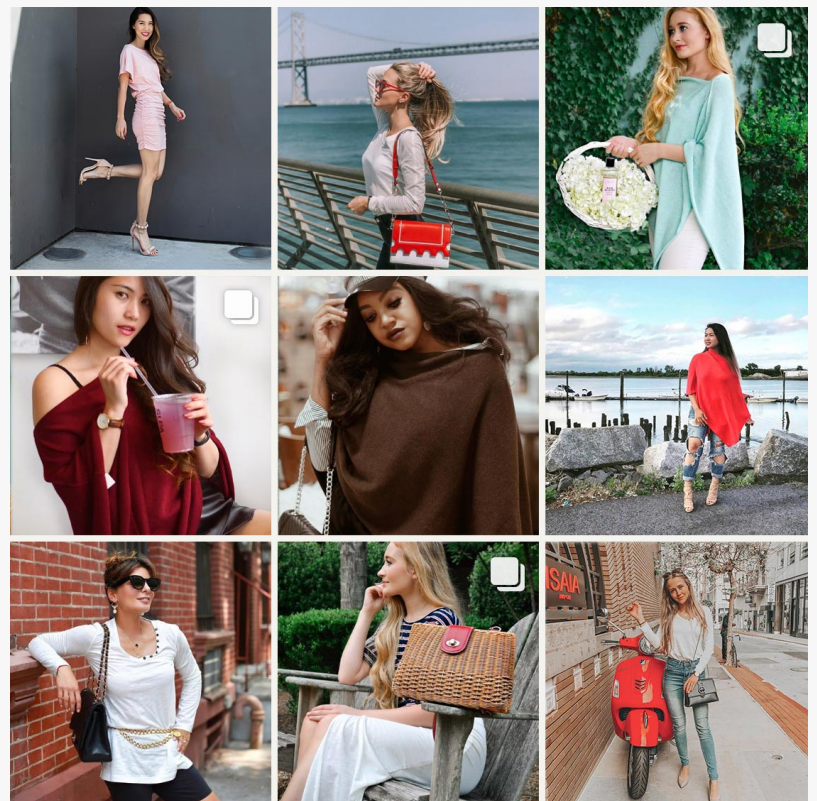
## About INDIGENOUS

California-based INDIGENOUS is a 20-year pioneer of Impact Fashion. The company leads sustainable and ethical product sourcing, and industry-wide initiatives designed to impact the way fashion is created, valued, and worn. Employing over 1,000 artisans and offered in 700+ stores nationwide, the brand has grown organically since 1994. Founders Scott Leonard and Matt Reynolds set out to change a broken industry model by cultivating a culture of caring through regenerative farming practices and respect for indigenous cultures and communities, setting industry standards in Fair Trade and organic, healthier products. Privately-held, the company is a founding member of B Corporation, the Sustainable Working Group, Social Labor Convergence, and the Sustainable Apparel Coalition. Read more at [INDIGENOUS.com](http://INDIGENOUS.com) and follow us on Twitter (@IndigenousDesigns), Facebook (Indigenous) and Instagram (IndigenousDesigns).

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Octoly



Octoly influencers styling INDIGENOUS sustainable fashion clothing brand

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