

INFORMATION FOR PRESS

IT'S COOL TO BE FRUGAL IN 2009

Local eco-business promotes ethical designers in Musselburgh

Frugal Cool is a new eco-venture, set up in November 2008 to promote the work of ethical designers in Musselburgh and surrounding areas.

Frugal Cool sells products which are ethical, recycled, reused, green, vintage and/or Fair Trade. The designers of Frugal Cool make ethical commitments about design and manufacture.

The website, www.frugalcool.co.uk, features an online shop. The first collection of 20 products includes unique jewellery, home accessories and gifts, all one-offs and handmade, using found objects and natural materials. So far, nine local designers have contributed work to Frugal Cool.

With growing interest in local sustainability and inventive eco-design, Frugal Cool's goals extend beyond the website shop and it aims to,

- encourage buying decisions that consider the environment
- promote "buy local"
- sell products which embrace craftsmanship and are made to be kept and valued
- support and develop the creative community
- provide ethical marketing support.

Frugal Cool was set up by local ethical copywriter, Nicky Orr who was inspired by the talent of local designers.

"People should know about this vibrant green industry in their midst. We all know attitudes are changing, people are thinking about what they are buying. You simply can't be more green than buying local sustainable products. Frugal Cool is simply a showcase, promoting the work of these inspired eco-designers ethically and cost-effectively. It is also long-term project and we'd love to be involved in developing eco-awareness and local self-sufficiency more widely within East Lothian."

The work of Frugal Cool designers will also be seen at craft fairs at craft fairs in East Lothian and Edinburgh, starting with the Valentine's Jewellery Fair on Saturday 7th February, at the Columcille Centre in Morningside.

Frugal Cool is supported by the team at [IF&IT](#), an ethical communications group which believes good design and the right words can make our world a better place.

5% of earnings from Frugal Cool will be donated to Hollies Day Centre in Musselburgh.

For more information, contact Nicky Orr, Frugal Cool on 0131 665 6117 or email frugalcool@ifandit.co.uk.