

Headline **Planting A Better Future**
Date **27. Mar 2009**
Media Title **Faces**
Section **NEWS**
Circulation **30000**
Readership **52000**

Language **ENGLISH**
Page No **103**
Article Size **114** cm2
Frequency **Monthly**
Color **Full Color**
AdValue **787.44**



Planting A Better Future

In partnership with World Wildlife Foundation (WWF) Malaysia, Ipanema's Seeds collection by Gisele Bundchen launch saw members of the media planting flowerpots at the Forest Research Institute Malaysia (FRIM). Guests of the event were each given a pot of *Catharanthus Roseus* – commonly known as the Periwinkle plant, to plant into a biodegradable 'BABA Pot'. The first 500 customers to purchase a pair of sandals from the Seeds Collection will receive their own BABA flowerpot and a packet of seeds to plant. With prices ranging from RM42.90 to RM74.90, it doesn't take much to step towards a better environment.

Text: Sasha Yusof

