

Organic Basics

Organic Basics Announces Partnership with Actress Antonia Gentry¹

This exclusive collection includes Earth-friendly basics for sustainable it girls everywhere.

Copenhagen, Denmark – (September 19, 2024) – Organic Basics, a sustainable intimates and essentials apparel brand, announces its partnership with actress Antonia Gentry, marking her first fashion collaboration. Drawing inspiration from her effortless style and passion for sustainability and nature, the collection combines comfort and elegance with Earth-friendly design.

“We are thrilled to partner with Antonia Gentry,” said Mads Fibiger Rasmussen, Founder & CEO at Organic Basics. “The collection highlights our shared passion for sustainability, allowing us to help people build a wardrobe that they feel good wearing and is better for the planet too.”

Organic Basics’ design expertise and Gentry’s effortless style come together in an assortment of thoughtfully crafted, versatile pieces that can be mixed and matched to suit a variety of styles. Basics like buttery-soft triangle bras and boyshorts provide the perfect base for any look, while tanks, tees, and mock neck dresses feature a fun and playful curl edge design, adding a playful element to your everyday pieces. Fashion-forward styles such as a ribbed knit cardigan with matching flare pants and open-back bodysuit round out the collection perfectly. Representative of Gentry’s love for nature, the color palette includes the deep and earthy tones of golden clay and thyme, to the light and delicate hues of silver mist and tulip pink.

“Sustainability is so important to me so Organic Basics is the perfect brand to team up with for my very own collection! Everybody loves a great basic, something versatile that they can wear over and over. I love the sustainable materials, the way that all the pieces feel – the whole collection is just super comfortable. And it looks bomb.”

Designed to ensure both comfort and durability, the collection is crafted from two of Organic Basics’ softest, most sustainable materials. The OCS-certified Soft Knit Rib pieces are made from a blend of 60% organic cotton and 40% recycled nylon, while the Soft Touch Veil pieces, made from 95% TENCEL™ Lyocell and 5% elastane, provide an incredibly soft and luxurious feel that makes everyday intimates feel a bit more special. Lastly, GOTS-certified organic cotton pieces round out the collection perfectly, adding the final sustainable touch to the versatile line.

The Organic Basics x Antonia Gentry collection will be available for purchase on September 18th on [organicbasics.com](https://www.organicbasics.com). As a part of the partnership, Organic Basics will donate 1% of every purchase to the Rainforest Trust – a charity close to Antonia’s heart that works to protect threatened tropical forests and works with local Indigenous people to help legally secure their land rights.

Press Assets

[Hi-res product and campaign imagery](#)

About Organic Basics

Organic Basics believes in comfort and sustainability for all, making their products to be both Earth- and people-friendly. Their basics are designed in Copenhagen and produced ethically in partnership with factories that align with their values. Organic Basics is recognized by the highest environmental sustainability standards, and all of their products meet the highest criteria for production processes, using

recycled and organic materials, low-impact logistics, and a reduced carbon footprint. They have always believed in 100% transparency, which is showcased in projects such as their 'Meet the Makers' series, where they visit their sustainable factories, documenting how all their basics are made.

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