

ORANGE BABIES CREATIVE IN BEATING HIV

--- PRESS RELEASE ---

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DESIGNER WARD STEGERHOEK NEW AMBASSADOR OF ORANGE BABIES

Orange Babies Foundation welcomes renowned hair stylist and fashion designer Ward Stegerhoek as new ambassador. With this, an ongoing collaboration has been formalised and Orange Babies wants to thank Stegerhoek for his years of voluntary commitment. Mainly thanks to recent initiatives by Stegerhoek, the New York fashion crowd has jumped on board and embrace the good cause of Orange Babies, with top models Gigi Hadid and Romee Strijd leading the way.

This keeps Orange Babies close to its origin. Right from the very beginning in 1999, the Dutch fashion and design world was fan of Orange Babies. The initiative of founding fathers Baba Sylla, John Kattenberg and Stef Bakker soon found an audience in their broad network. Well-known designers including Azzadine Alaïa, Bas Kosters and Ronald van der Kemp linked their name to the mission of Orange Babies, namely to protect mothers and children in the south of Africa from the impact of HIV.

From the very beginning Ward Stegerhoek has been involved with Orange Babies, as he styled the hair of many top models at the high-profile fashion shows that were specially organised for Orange Babies. He took his orange heart with him to the United States. There he founded his own street style high fashion label Wardements in 2017 and designed a series of hoodies and T-shirts specifically for Orange Babies. Printed on the clothing are remarkable slogans raising awareness of the fight against HIV in Africa, and portray edited images by photographer Mariska van den Brink, who has also been volunteering her time and work for the projects of Orange Babies for years.

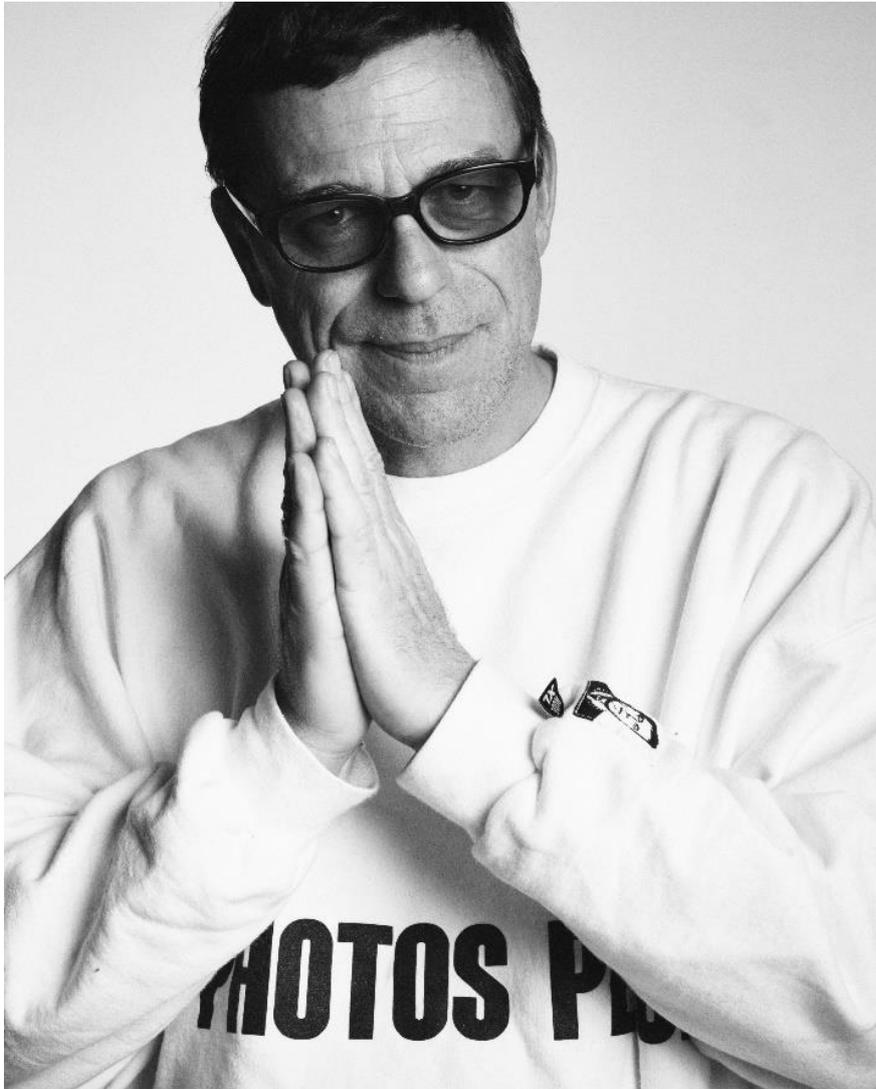
Stegerhoek says about the collaboration with Orange Babies: *"I am happy to share my creativity, and a portion of the collection's profit, because my first and natural instinct is to help babies. Ever since the founding of Orange Babies I have been involved with the foundation. I embraced their mission years ago; to strive for a world in which no children are born with HIV or negatively affected by the hiv epidemic."*

The new collaboration between Wardements and Orange Babies was celebrated in New York last February during the spectacular launch of Ward's FW18 collection in a tailor-made pop-up store, hosted by American V Magazine and the renowned photography duo Inez van Lamsweerde and Vinoodh Matadin, whose work adorns many campaigns.

Afterwards Inez & Vinoodh organized an exclusive dinner where Orange Babies' founder Baba Sylla gave a short speech. Among those present were international top models such as Bella and Gigi Hadid, Romee Strijd, Georgia Fowler and Grace Elizabeth, as well as actor couple Michiel Huisman and Tara Elders.

Immediately after the launch, the products turned out to be an instant hit. Gigi Hadid was spotted on the street in her Orange Babies hoodie, which was picked up by V Magazine, the Evening Standard, the Daily Mail, and Dutch Vogue and newspaper de Telegraaf. The limited edition collection WARDEMENTS X ORANGE BABIES is for sale in the [Vmagazine](#) webshop.

Orange Babies receives the majority of the sales price, as well as the entire proceeds from the Gigi Hadid signed, and soon to be auctioned through Vmagazine, hoodie.



Ward Stegerhoek, photo by Marcus Ohlsson



Gigi Hadid, photo by Freddy Baez/INSTARimages.com



Michiel Huisman and Tara Elders having conversations



Inez&Vinoodh

More pictures of the launch party and/or Ward Stegerhoek, Wardements and Orange Babies are available upon request.

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For interviews and more info. about Ward Stegerhoek and Wardements, please contact ward@wardements.com