



■ TERESA Keohane and Kate Nowakowski with their shoes

TWO entrepreneurs hope their Jingas will be the new Havaianas.

Like the famous flip-flop, the funky trainer-style Jinga also hails from Brazil.

But the sweatshop-free shoes are also helping fund a project giving children in a Rio de Janeiro favela – or shanty town – a better start in life.

The first Jinga shop has now opened in Stables Market, Camden Town.

But since launching the business in September, Teresa Keohane, 34, and Kate Nowakowski, 28, have already sold about 3,000 pairs online and at festivals.

And they have had inquiries from wholesalers who want to launch Jingas in countries such as Italy, Australia and Trinidad.

The women first met in Brazil while on a career break – Miss Keohane had been with energy supplier Centrica while Miss Nowakowski had been working for HOT Animation, the makers of Bob the Builder and Pingu.

Miss Keohane said: "Each favela will typically be controlled by a drug cartel. Most people don't want to be involved in drugs but because they are in a favela, they are.

"You get kids as young as 12 drug-running. We walked into one favela and there

'Ethical shoes' are step forward for poor of Brazil

was a kid holding a machine gun. There is only violence when another drug gang tries to invade the territory or when there is a police raid."

The women, who have worked with a manufacturer in central Brazil to ensure their Jingas are made ethically, are pledging to put five per cent of their profits towards a social project in the Julio Otoni favela in Rio de Janeiro.