



Client contact: Jeff Jacobs – (415) 623-8081; jeffjacobs@gmail.com  
Agency contact: Holly Padove/Emily Frydendal – (805) 773-1000; holly@thepressroom.com

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## Bundle Up or Hunker Down with Organic Fair Trade Fashions from Indigenous

SANTA ROSA, CA (July 23, 2007) – **This winter, dress the pages of your cool weather fashion spreads with fabulous, handmade knitwear from Indigenous organic, fair trade apparel.**

Known for its commitment to offering premium, artisan-crafted organic apparel that is as appealing to the eye as it is to the conscience, *Indigenous* shines especially bright in the fall and winter seasons when the warmth and versatility of the company's unique, high-quality yarns can be maximally demonstrated.



For the cooler months, Indigenous' fall/winter 2007 line merges impeccable, fully-finished details and modern, contemporary styling that embodies today's casual lifestyle trend with classic knit patterns and lofty yarns that exude a warm sense of nostalgia. From the **Novelty Lodge** collection, for example, comes the **First Frost Pullover (MSRP: \$128)**, made from supple, cashmere-like-cotton that is blown apart and then recollected for exceptional loft and softness without excess weight. Available in an array of variegated novelty yarns, the First Frost Pullover features a generous length and slightly flared sleeves that allow for fluid, unrestricted movement and an assortment of styling possibilities. Also from Novelty Lodge is the **Boatneck Kangaroo Pocket Pullover (shown left, MSRP: \$125)**, which pairs a clean silhouette with a brightly colored, whimsical hand-linked pattern reminiscent of vintage knits

from Japan.

Additional color abounds in the company's **Hand Painted** collection, home to a selection of sweaters and accessories crafted from individually hand-painted merino wool yarns for a one-of-a-kind feel. Available in a myriad of colors ranging from fruity and floral to deeply hued earth tones, items in this collection include such pieces as the **Camila Merino Cardigan (shown right, MSRP: \$129)**, which offers cozy warmth in an easy to wear, zip-front style, and the **Hand Painted Hooded Cardigan (MSRP: \$150)** with a comfy hood, subtle diamond stitching and opalescent shell buttons.

An Incan take on Fair Isle style can be found in Indigenous' **Door to the World** collection, which blends supremely soft alpaca with insulating organic merino wool. Featuring everything from intricately patterned tops, tunics and vests to playful accessories and bags, Door to the World also includes such winter staples as the **Condor Cable Pullover (MSRP: \$138)**, with a chic cable stitched down the front, a simple mock-neck and crisp solid coloring.



*"Our path is chosen. We make contemporary clothing that honors both people and the planet"*

Indigenous Designs Corporation 2250 Apollo Way, Suite 400 Santa Rosa, CA 95407 (t) 707-571-7811 (f) 707-571-7702



Looking for something to top off winter basics? Also new for this season comes **Jacket Gallery**, a collection of hand-tailored alpaca and merino wool jackets in six essential silhouettes. Especially fun from the Jacket Gallery collection is the **One Button Swing Jacket (shown left, MSRP: \$180)**, which – with a roomy swing shape and feminine shawl collar – offers charming retro appeal for work or play.

The remainder of Indigenous' 11 collections for fall/winter 07 include: **Post Cards** (whisper thin, organic cotton knits); **Prism** (bold, detailed knits in organic cotton, silk and Tencel); **Winter Resort** (layerable silk and organic cotton favorites for temperate getaways); **Pisko** (deeply hued sweaters and tunics in a boucléd blend of cotton, alpaca and merino wool); **Woven Traveler** (hand and foot-loomed shirts, dresses, pants and skirts that travel well and complement all Indigenous collections); **Terra Sport Men & Women** (moisture-wicking, all-natural performance apparel with casual, urban appeal); and **Geographer's Library** (favorite men's pieces in a blend of organic cotton and premium, all natural fibers for work or play).

Broadly appealing to the mainstream consumer, Indigenous premium designs are available at retailers including Dillard's higher-end concept stores, Whole Foods and REI.

Indigenous has provided organic and fair trade quality apparel since 1994 and is the authentic pioneer in the socially conscious apparel segment. The company is located at 2250 Apollo Way, Suite 400, Santa Rosa, CA; Phone: (707) 571-7811. For more information, please visit Indigenous Designs [www.indigenoussdesigns.com](http://www.indigenoussdesigns.com). For samples, images or more information, editorial media may contact On the Horizon Communications at (805) 773-1000 or at [holly@thepressroom.com](mailto:holly@thepressroom.com).

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