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## Indigenous Brings Spirit, Character to Fall '08 Organic Fair Trade Apparel



**ABOVE: Uptown Collection. Swing Cardigan (MSRP: \$172) over Tie Dress.**

SANTA ROSA, CA (April 1, 2008) – Fair trade organic apparel pioneer [Indigenous](#) further diversifies its artisanal designs for fall 2008 with 11 distinctive collections that may be interchangeably styled for the workplace or the weekend.

Handmade by artisans in Indigenous-initiated cooperatives around the globe, the [fall line](#) effortlessly merges the company's inherent warmth and character with earth-friendly fibers in chic, easy to wear silhouettes. Varying concentrations of eclectic urban flavor and subtly ethnic handcrafted details account for nuances in individual style across all collections, as does an expanded selection of premium accessories also featuring Indigenous' proprietary fiber blends.

Available in sizes XS-XL, stand-out favorites from this season's women's offerings

include the slouchy, dolman-sleeved Cowl Drawstring Pullover (MSRP: \$123) from the **West Coast** collection (85% organic cotton/15% Merino wool) and the 100% organic cotton Crochet Hoodie (MSRP: \$163) from the playful **Urban Legend** collection, both of



**ABOVE: Urban Legend Collection. Crochet Hoodie.**

which are ideal for seasonal layering. From the **Uptown** collection of sharp knits for the office or around town comes the essential Wave Skirt (MSRP: \$123) and the Tie Dress (MSRP: \$194), which has bracelet-length sleeves and a soft, shapely fit thanks to an organic cotton/Tencel blend. In the **Novelty Gallery** and **Door to the Word** collections, exceptional artistry and elaborate, hand-knit details account for the one-of-a-kind appeal in pieces such as the 100% Merino Wool Riding Coat (MSRP: \$202) – a nubbly, marled topper with an eccentric bell shape and fluted sleeves – and the Gallery Cardigan (MSRP: \$180) – an updated classic made of free-range Alpaca/wool and featuring an asymmetrical one-button closure, charming side pocket and a trio of cabled designs.



**LEFT: Terra Sport Collection. On model left: Sidewinder Zip Jacket (MSRP: \$171). On model right: Fireside Jacket (MSRP: \$167) over Fair Weather Hoodie (MSRP: \$143).**

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

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Other returning women's collections include **Cotton Jersey** (ultra-soft and layerable tanks, tees and hoodies in 100% organic cotton), **Post Cards** (best-selling cardigans, pullovers and tunics in a lightweight, 100% organic cotton mélange), **Woven Traveler** (jackets, skirts and pants in a variety of patterns and silhouettes, made from 100% hand and foot-loomed organic cotton) and **Terra Sport** (urban-inspired sportswear featuring hoodies, pullovers and jackets in Indigenou's performance blend of Tencel, Alpaca and wool).



**ABOVE: Weekender Cardigan (MSRP: \$150), Novelty Gallery Collection. Ruffle Skirt, Urban Legend Collection (MSRP: \$119.) London Beret.**

Uniquely complementing the entire fall line, Indigenou's most elaborate **Accessories** collection to date offers a spirited assortment of scarves, gloves, headbands and legwarmers – even the Essential Muff (MSRP: \$31), a versatile ring of colorful, knit 100% organic cotton that can be fashioned numerous ways. Topping things off, the company has also designed 10 new hats and caps, ranging in style from the billed London Beret (MSRP: \$57) and the SF Cable Cap (MSRP: \$57) to the flapper-inspired knit Beanie La Femme (MSRP: \$26).

Urban details, hand-craftsmanship and sustainable, earth-friendly fibers unite to create the contemporary designs of the fall 2008 **Men's Collection**, as well. Available in sizes S-XXL, men's offerings include base layers such as the Light Weight Edge (MSRP: \$48) – a form-fitting, sporty crew style with contrast stitching in an organic cotton/Tencel blend; performance mid-layers including the Urban Ski Zip (MSRP: \$180) – a slight retro throwback with zippered pockets and vertical sleeve stripes made from Tencel, Alpaca and wool; as well as toasty fall sweaters such as the high-end Indy Zip (MSRP: \$277) – a densely warm zip-up with a free, relaxed shape and chunkier knit, also made from Tencel, Alpaca and wool.

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

Indigenou 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 Indigenou Designs [www.indigenoudesigns.com](http://www.indigenoudesigns.com). For samples, images or more information, editorial media may contact [On the Horizon Communications](mailto:On the Horizon Communications) at (805) 773-1000 or at [emily@thepressroom.com](mailto:emily@thepressroom.com).



**ABOVE: Belted Cardigan (MSRP: \$150), Urban Legend Collection; Wave Skirt, Uptown Collection; London Beret.**



**RIGHT: Urban Legend Collection. Studio Cardigan (MSRP: \$128) over Embroidered Tunic (MSRP: \$150). Serenity Glove (MSRP: \$44). Celestial Scarf (MSRP: \$66).**

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