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FOR IMMEDIATE RELEASE

Indigenous Organic, Fair Trade Apparel Unveils Vibrant Color Stories and Casual Lifestyle Appeal in Spring 2008 Collections



SANTA ROSA, CA (July 12, 2007) – It’s not easy being green when it’s about values that drive a company from its roots up. Indigenous, committed to organic, fair trade premium apparel since 1994, combines values rooted in sustainability with broadly appealing lifestyle apparel for spring ‘08. Crisp and fresh, **the latest line features coordinating casual lifestyle collections that combine artisan craftsmanship with modern, contemporary designs.**

New for spring ‘08, the *Uptown*, *Urban Legends* and *Fluid Knits* collections bloom with vibrant spring colors and natural and organic fiber blends. The spring line also includes the latest from the *Terra Sport* collection, **Indigenous’ answer to the outdoor industry’s need for all-natural activewear.**

Every item is handmade by artisans in remote regions of the world, creating high-quality and unique coordinating pieces that **appeal to a broad range of consumers**, from those with a green consciousness to those who simply want the latest fashions.

“We’re expanding coordinates within the Indigenous collections, **creating fully-fashioned, interchangeable pieces,**” said Scott Leonard, CEO and co-founder of Indigenous. “We’re continuing to focus on the casual-chic lifestyle trend, while maintaining the easy, eclectic appeal of our apparel – and of course, sticking to our core value of sustainability.”

Environmentally friendly dyes have come a long way, as evidenced by the **five brilliant color stories in the spring ‘08 line.** All items provide the opportunity for mix n’ match wear to create complete ensembles. The trend-right palette includes an assortment of refreshing greens; brilliant blues and sky-inspired hues, spicy corals and earthy browns, vibrant purples and muted slate tones as well as a classic offering of dramatic black and white pairings.

“There is an amazing cohesiveness among this season’s collections that brings the company dynamic full-circle,” said Leonard. “The collections effortlessly transition from one to the next, no matter how they differ in style and appeal.”

Featuring a blend of linen, organic cotton and supremely soft Tencel, the **Uptown** collection moves seamlessly from the office to the café and includes polished pieces such as the Tie Cardigan, a lightweight knit piece that can be worn loosely tied or open; and the Sausalito Pant, a barely cropped style with dainty crocheted trim, a relaxed fit, and added Tencel for comfort and easy care (both pictured above).

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

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Subtly reminiscent of haute summer knits from decades past, the **Urban Legends** collection merges handmade, vintage details with nature's boldest hues for styles that are at home in the city. Made from 100% organic cotton, slinky Tencel and hand-knit silk, the line includes pieces such as the Feather Blouse, a playful, finely knit V-neck with graphic, chevron stripe detailing and a jagged hem (pictured right).



Touting a selection of better-than-basics, the **Fluid Knits** collection is the first of its kind for Indigenous, offering fluid, lightweight jersey knits – great for spring's layered look. The 100% organic cotton pieces boast impeccable hand finishing, flattering necklines, and details ranging from lacey, crocheted trim to subtle ruching for volume and fit. The line includes the Bon Marche T with a slightly gathered scoop neckline, petite sleeves and a peek of crocheted lace (pictured below).



Equally versatile for spring '08 are the latest additions to the **Terra Sport collection of athletic-inspired performance and urban apparel**, featuring revolutionary, moisture wicking blends of organic cotton and Tencel. With performance properties similar to that of a synthetic midlayer and the comfort and breathability of all-natural fibers, pieces in the Terra Sport collection range from jackets to sporty polo tops, ideal for everything from bike rides or a morning hike to a casual stroll into town for a cup of java.

The spring line also includes new items in **Woven Traveler** (jackets, shirts, pants and dresses in 100% organic cotton), **Post Cards** (lightweight pullovers and cardigans in 100% organic cotton), **St. Tropez** (poolside glamour captured in finely knit novelty tops and tunics in organic cotton, Tencel and silk blends), – **as well as men and children's woven and knit apparel.**

Sizes range from XS-XL for women, S-XL for men and 1-4 for small children.

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.indigenousdesigns.com. For samples, images or more information, editorial media may contact On the Horizon Communications at (805) 773-1000 or at emily@thepressroom.com

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