

FOR IMMEDIATE RELEASE

## Indigenous Introduces 100% All-Natural Performance Midlayers

SANTA ROSA, CA (March 14, 2007) – Indigenous ([www.indigenousdesigns.com](http://www.indigenousdesigns.com)), a pioneer in organic and fair trade apparel, **breaks ground in the apparel industry** for fall '07, introducing its Terra Sport collection of performance midlayer garments made with **100% all-natural fibers**.

The stylish and functional collection consists of innovative hand-knit blends of Tencel (45%), alpaca (35%) and Merino wool (20%) that allow exceptional airflow to **naturally regulate body temperature and reduce odors**.

“We’ve created a blend that breathes naturally, manages moisture, and offers superior comfort and freedom of movement,” said Scott Leonard, CEO for Indigenous. In keeping with company practice, the line also features all-natural, low impact dyes.

“Indigenous is challenging the assumption that performance clothing needs a synthetic component in order to be functional. At Indigenous, we feel that functionality doesn’t need to be sacrificed for the greater good; hence, our mission is sustainability – focusing on what’s good for the planet and the people from a local to a global level.”

Along with honoring the planet through the use of natural fibers, the line also honors the people – every piece is handmade by artisans living in remote regions of the globe who earn a fair wage through fair trade practices.

Featuring contemporary designs for women and men, Terra Sport pieces offer a natural alternative for midlayers such as fleece jackets and synthetic pullovers, ideal for everyday and light outdoor activities.

The line offers sleek sweater designs that perform as well as they look, whether worn for hiking or hanging with friends. Women’s pieces range from semi-fitted to classic fit zip cardigans and pullovers. The line’s colorful palette includes hues such as rosette, spearmint, atomic blue, pine, burgundy and jet black. Men’s items include form fitting, relaxed and comfortably close fits in crews, cardigans, mock zips and pullovers.

Including Terra Sport, Indigenous has grown from five to 11 collections for fall '07, all handmade from natural or organic fibers by artisans in remote regions around the world. Other collections include:

- Postcards – 100% organic cotton collection for women
- Prism – Textured silk and organic cotton with a hint of Tencel for incredible softness & breathability
- Novelty Lodge – Fluffy, 100% organic cotton with cozy appeal
- Winter Resort – Silk and organic cotton items ideal for a winter getaway
- Hand Painted – Distinctive Merino wool sweaters featuring individually hand-painted yarns
- Door to the World – Alpaca and Merino wool items inspired by the spirit of the ancient Andes
- Jacket Gallery – Baby alpaca and Merino wool in sophisticated and contemporary hand-tailored jackets
- Pisko Turning Leaf Collection – Organic cotton, alpaca and Merino wool in vintage urban designs
- Woven Traveler – Hand-woven, 100% organic cotton pieces that coordinate well with the Indigenous knits and include the company’s first organic cotton denim pants
- Geographer’s Library – An assortment of natural fibers in sweaters and button-down shirts for men

Indigenous has provided organic and fair trade quality apparel since 1994 and is a pioneer in the eco sensitive & socially conscious apparel segment. The company is located in Santa Rosa, CA; PH (707) 571-7811. For more information, please visit Indigenous Designs at [www.indigenousdesigns.com](http://www.indigenousdesigns.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).



