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Indigenous Organic Fair Trade Apparel Blends Casual Lifestyle, Handcrafted Details and Sustainability In Fall '07 Line Up



Post Cards Collection Stargazer Tunic

SANTA ROSA, CA (May 3, 2007) – Indigenous Designs organic, fair trade apparel transitions into the fall season with two new collections inherently featuring the fashion industry’s most currently sought after elements: **“green” construction; fully finished, handmade details; and an adherence to the casual-chic lifestyle.**

Perfect for a variety of occasions and finicky pre-fall temperatures, Indigenous’ **Woven Traveler and Post Cards collections** feature everything from subtly clingy tunics, supremely soft sweaters and cardigans for layering to flattering pants and wear-anywhere dresses – all of which are handmade by artisans in remote regions of the world using only the finest organic fibers and blends.

“Casual lifestyle has hit the runway like never before,” said Matt Reynolds, co-founder of Indigenous. “The collections really reinforce the trends we’re seeing for fall, going back to nature with fibers and colors, and emphasizing handcrafted details. In addition, as part of the fair trade

process, we use materials that are harmonious with the artisans’ traditions and agricultural heritage. This ultimately enhances the process of making an individual garment into an art form.”

Woven Traveler

Made from easy to care for, soft and supple organic cotton uniquely processed on a Guatemalan foot loom, Woven Traveler features wash-and-wear items such as the classically styled **Wide Leg Pant** (MSRP \$95), which sits just below the waist and offers trouser-like comfort with jean-style tailoring for a flawless fit (pictured on following page).

Available in colors ranging from earthy Moss to the versatile Chalk (an updated chalk stripe pattern that can be dressed up or down), the pant pairs well with the collection’s fully-tailored **Nepal Shirt** (MSRP \$72, pictured right), as well as all items in the Indigenous fall line – including the elegant, yet understated Post Cards knits.



Woven Traveler Collection Nepal Shirt

“The Woven Traveler collection is inspired by women that want to look contemporary while on the go,” added Reynolds.

Post Cards

Home to a collection of lightweight, organic mélange knits, “the Post Cards collection again delivers lifestyle trend appeal – it’s versatile and denim-friendly yet still incorporates impeccably handmade fashion finishing details,” said Reynolds.



Woven Traveler Wide Leg Pant

Focusing on a saturated color palette of low-impact dyes inspired by fall colors such as Spice, Roasted Pecan and Pomegranate, the collection celebrates nature’s best in pieces like the **Stargazer Tunic** (MSRP \$98) – an easy-to-wear, longer top with a slightly draping neckline and playful fluted sleeve, perfect for everything from errands to entertaining (pictured on previous page). Also appropriate for the transitional fall season is the **Sun Peak Toggle Button Cardigan** (MSRP \$120), which – falling just above the knee and featuring a shawl collar, two front pockets, and a trim-yet-slouchy fit – is ideal over everything from jeans and a tee to a kicky shirtdress with leggings and boots (pictured right).

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 a pioneer in the eco sensitive & 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 holly@thepressroom.com.



Woven Traveler Sun Peak Toggle Button Cardigan