

**FOR IMMEDIATE RELEASE**

## **Indigenous Offers Fresh, Organic and Fair Trade Fashions for Spring 2007**

SANTA ROSA, CA (January 16, 2007) – **Turn a new leaf this spring with Indigenous organic, fair trade apparel.** A pioneer in the organic and fair trade apparel industry, Indigenous' five new collections for spring 2007 feature 100% organic cotton or all-natural organic cotton blends. Handmade by artisans in women's co-ops located in remote regions of the globe, spring's unique and comfortable pieces are ideal for everyone from the world traveler or the day-tripper to the luxury connoisseur.

Indigenous' conscious collections for women, men and children feature hand-knit, fashion-forward details that are sure to make any wardrobe bloom with style. Dedicated to using only low-impact dyes, Indigenous further proves that organic apparel can be enlivening, with an assortment of energizing colors ranging from punchy Citrus to bold Caribbean.

Perfect for spring's fresh days and cool evenings, collections include the following standout fashions for women, available in sizes XS-XL:

- **Post Cards:** This breezy, light-packing collection includes pieces such as the 100% **Organic Cotton Turning Leaf Pullover** – a slim, whisper-thin, hand-linked top with slightly fluted sleeves and a versatile flap at the neckline that can be worn opened or closed (pictured above in Waterfall) – and the 100% **Organic Cotton High Tide Pullover** – a weekend-ready, slightly off-the-shoulder long sleeve top with a playful band of contrasting stripes (pictured left in Tulip/Starfish Stripes).



- **St. Tropez:** Offering effortless style, St. Tropez features carefree favorites like the everyday **Silk and Organic Cotton Intimate Blend Stinson Stripe Scoop Neck** – a long sleeve top with a generously cut neckline and airy stripes.
- **La Femme:** Chic and feminine, this line is home to items such as the slinkier **Tencel and Organic Cotton Intimate Blend Athena Cardigan** – a longer, eye-catching cardigan with intricately crocheted trim, a trio of opalescent buttons, and flowing handkerchief sleeves.
- **Eco-Trek:** Perfect for adventure-seekers and sportier style mavens alike, Eco-Trek includes the **Tencel and Organic Cotton Performance Blend Hip Zip Short Sleeve Pullover** – a semi-fitted, mock-neck pullover with a half-zip, kangaroo pockets and vibrant contrasting trim on the zipper.
- **Woven Traveler:** Sturdy yet soft, hand-woven items in this collection include the **Organic Cotton Tunic** – a longer, relaxed-fit top with an open, split-V neck and matching split cuffs with striped trim (pictured below in Light Wave).

The Woven Traveler collection also boasts a variety of apparel for men and children, including the **Men's Organic Cotton Short Sleeve Havana Shirt** – a relaxed fit button-down accented with muted vertical stripes for vintage appeal, in sizes M-XL – as well as a selection of playful overalls and dresses for children sizes 1-4.

Broadly appealing to the mainstream consumer, Indigenous premium designs are available at retailers including 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 in Santa Rosa, CA; Phone: (707) 571-7811. For more information, please visit Indigenous Designs [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).

