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Organic Fair Trade Apparel Pioneer Indigenous Designs Wows West Coast Crowd at thinkVitality Fashion Show

Fashion Conscious Takes on New Meaning as Eco-Friendly Labels Grace Cover Girls on Runway



SANTA ROSA, CA (March 13, 2007) – In a testament to the concept of green going mainstream, an eager crowd of 1500 gathered to experience the runway fashions of organic and fair trade apparel pioneer Indigenous Designs at the thinkVitality Fashion Show, held at the Natural Products Expo in Anaheim on March 10.

Intended to reach far beyond the granola crowd so often associated with eco-apparel, Indigenous' 17 ensembles looked wildly appropriate on the high-fashion, LA Looks Models who hit the runway at the event, which was sponsored in part by thinkproducts and organic grocery giant Whole Foods. Several other top-drawer designers were also featured.

“In over 20 years of being involved in the fashion industry, I have never experienced a more compelling and moving fashion show in the USA,” said Scott Leonard, CEO and Design Lead for *Indigenous*. “The WOW fashion factor was in full effect on Saturday night and the event was truly a smash hit, with every seat in the 16,000 square foot pavilion taken. Excitement was indeed in the air and the spectators went absolutely wild when *Indigenous* hit the runway. It was a proud moment for us as a company. “

Items highlighted in the show were representative of *Indigenous*' spring, fall and holiday 07 collections, which include a range of all-natural fibers, from vibrant, lightweight mélanges of 100% organic cotton to supremely soft blends of organic cotton, bamboo, silk, Tencel, alpaca, Merino wool and more. Even more appealing to the conscience, the fairly traded apparel is handmade by artisans in women's co-ops located in remote regions of the globe, resulting in collections of impeccably detailed and crafted contemporary fashion – all of which can be flexibly styled for everyone from the avid traveler or the day-tripper to the luxury fashion connoisseur.

Indigenous, an organic, fair trade apparel pioneer since 1994, is at the epicenter of the organic fiber market's industry growth, which was valued at well over \$160 million in 2006 – up 44% from the previous year – and is expected to reach \$2.6 billion in global sales by the end of 2008, according to the Organic Exchange. *Indigenous*' collections are now available in multiple mainstream and specialty retail locations – from upscale department stores, to high-end resorts and premium natural product marketplaces. In fact, Whole Foods is proving that organic has not only grown up but grown out, enthusiastically expanding its offering of *Indigenous*' luxurious apparel, which is now the retailer's top clothing supplier on the West Coast.

Indigenous is considered the pioneer in premier eco sensitive & socially conscious apparel segment. The company provides artisans from 275 South American and Indian knitting groups with the opportunity to earn over two times what they would make if working independently in a metropolitan city, hours away from their homes and families. The company is located at 2250 Apollo Way Suite 400, Santa Rosa, CA 95407. For more information, please visit Indigenous Designs



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