



WHO: **Indigenous offers organic, fair trade apparel handmade by artisan knitting co-ops in remote regions of the globe.** A pioneer in the organic fair trade apparel industry, Indigenous adheres to its mission – creating premium, individually crafted pieces that honor both people and the planet.

WHAT: **Indigenous specializes in versatile, all-natural handmade apparel and accessories for women, men and children with an emphasis on premium women’s knitwear.** Made using only the finest natural fibers – including alpaca, Merino wool, organic cotton, and Tencel – and natural, low-impact dyes, Indigenous pieces offer current styling, flattering cuts, hand-embroidered embellishments and vibrant colors. All items are handmade by Indigenous-initiated artisan co-ops in remote regions of the world where fair-wage work allows artisans to hone their skills, preserve cultural tradition and increase their marketability.

HISTORY: **Indigenous has provided organic and fair trade quality apparel since 1994 and is a pioneer in the eco sensitive & socially conscious apparel industry.** Founded by Scott Leonard and Matt Reynolds, the company has paved the way for organic fair trade apparel in the mainstream market.

MARKET: Indigenous apparel suits those seeking impeccably handmade, pieces for a variety of occasions, appealing to everyone from comfort-seeking free spirits, to outdoor enthusiasts to avid travelers.

PRODUCTS:

- **Women’s Apparel** – Indigenous offers an assortment of fine collections for women with distinct features that can be interchangeably mixed and matched for easy, eclectic appeal. Pieces include soft, hand-knit sweaters, cardigans and hoodies in a variety of weights; versatile tees, tanks, polos, and Henleys; chic tunics and button-down shirts; jackets, blazers and lightweight coats; all-natural performance apparel; and a selection of hand-woven pants, skirts, shorts and capris. Most styles are available in sizes XS-XL.
- **Men’s Apparel** – Indigenous menswear includes timeless, vintage-inspired pieces that are easily integrated into any wardrobe and range in selection from sweaters and casual pullovers to classic button-downs, light-packing polos, casual bottoms and all-natural performance apparel. Most styles are available in sizes S-XL.
- **Children’s Apparel** – Available in sizes 1-4, Indigenous children’s apparel includes an assortment of layerable sweaters and shirts as well as playdresses, coveralls, pint-sized accessories and more.
- **Accessories** – Available in styles for men, women and children, handmade accessories include scarves, hats, gloves, socks, shawls, purses and blankets.

DISTRIBUTION: Indigenous Designs products are currently available at Dillard’s, Whole Foods and REI, as well as outdoor, specialty, and resort boutiques throughout the country. For additional retailer information, call (800) 966-5753.

KEY EXECUTIVES: Scott Leonard, Co-founder/Chief Executive Officer
Matt Reynolds, Co-founder/Chief Operating Officer

LOCATION: 2250 Apollo Way, Suite 400
Santa Rosa, CA 95407
Phone: (707) 571-7811
Fax: (707) 571-7702

Website: www.indigenousdesigns.com
Contact: Jeff Jacobs Email: jeffjacobs@gmail.com

Editorial Contact: On the Horizon Communications;
Email: holly@thepressroom.com or emily@thepressroom.com
(805) 773- 1000; (614) 219-2860

Website Link For Additional Press Materials: www.thepressroom.com/editors.html

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