



Client contact: Scott Leonard - (707) 571-7811; [scott@indigenousdesigns.com](mailto:scott@indigenousdesigns.com)  
Agency contact: Jennifer Robillard/Holly Padove - (805) 773-1000;  
[jennifer@thepressroom.com](mailto:jennifer@thepressroom.com)

FOR IMMEDIATE RELEASE  
MAGIC Marketplace Booth #E-8500

## ***Indigenous' Organic Fair-Trade, Fashion-Driven Spring '09 Collection***

SANTA ROSA, CA (August 13, 2008) – **Authentic fair-trade and organic apparel pioneer Indigenous Designs presents playful, sophisticated and ultra-comfort fashions for spring 2009 with expanded lines and a new Sports Resort collection.**

Staying true to its mission to honor people and plant, Indigenous offers breakthrough garments of natural fibers that are handmade by artisans in cooperatives worldwide.

“We want everyone to be touched by Indigenous,” said Scott Leonard, Indigenous CEO. “The spring '09 collection continues our cause of supporting the rich cultural traditions of artisans.”

A look at the spring '09 collection:

**SPORTS RESORT** is classic, functional “weekend wear” designed for a leisurely day outdoors, an afternoon of activity and women on the go.

**URBAN LEGENDS** has hip girls in mind and includes flattering sundresses and tops that are design-driven and playful.

**UPTOWN** pieces embrace elegance and sophistication and feature the very best in contemporary details.

**POST CARDS** encompasses Indigenous' spring standby essentials of organic T-shirts, jerseys and tanks.

Also in the spring mix: A kids' collection that's cute as a button.

Media may make appointments to meet with Indigenous at MAGIC Marketplace Booth #E-8500 by e-mailing [jennifer@thepressroom.com](mailto:jennifer@thepressroom.com).

Indigenous Designs has produced organic high-quality, fair-trade apparel since 1994, all while honoring the age-old cultural knitting traditions of artisans worldwide. Indigenous' Web site is [www.indigenousdesigns.com](http://www.indigenousdesigns.com).

For images or additional information, contact On the Horizon

Communications at (805) 773-1000 or e-mail [jennifer@thepressroom.com](mailto:jennifer@thepressroom.com).

