

# Stylish Green for the Small Screen

Whether you're seeking compelling expert insight for your next green feature or accessible eco-designs for the Earth-conscious consumer, the following companies are the perfect addition to your fashion, style or lifestyle segment.



## Indigenous Designs ([www.indigenousdesigns.com](http://www.indigenousdesigns.com))

**WHAT:** Men's, women's and children's organic fair trade apparel – featuring premium artisan craftsmanship and proprietary fiber blends for superior fit and feel. Perfect for in the office or out on the town, Indigenous' spring/summer '08 line is full of everything from slinky tanks and tees, pretty knit blouses and swingy skirts to polos, hoodies – even foot-loomed woven denim.

**WHY:** Founded in 1994, Indigenous Designs pioneered clothing that sustains the health and viability of people and the planet. Handmade by Indigenous-initiated cooperatives in remote regions of the globe, each garment is composed of 100% all-natural, locally sourced fibers. The fair trade program provides impoverished women with 2-3 times the pay of farther big-city jobs and teaches them marketable skills that will last generations.

**EXPERT:** Scott Leonard, Co-founder. Interviews with Mr. Leonard have resulted in coverage in/on The Wall Street Journal, *Plenty Magazine*, CNN, *Entrepreneur* and more.

## Truly Organic Apparel ([www.truly-organic.com](http://www.truly-organic.com))

**WHAT:** One of the first apparel lines to solely employ the use of chemical-free herbal dyes in all of its 100% organic cotton clothing for men and women. The company's debut collection, spring/summer '08 features lightweight blouses, tees, tanks, button-ups and pants – all featuring subtle urban styling and a classic yet bright palette of colors derived from botanical extracts.

**WHY:** Truly Organic uses a 100% natural finishing process that eliminates the pollutant runoff caused by both traditional and low-impact dyes. Thanks to a partnership with Aura Herbal Wear out of India, each fair trade, organic cotton garment gets its color from pomegranate, indigo, turmeric and other plant derivatives and dyes that are then composted and recycled to harmlessly irrigate neighboring crops.

**EXPERT:** Paul Weinstein, Founder. Interviews with Mr. Weinstein have resulted in coverage in/on TreeHugger.com, WGSN, *DNR*, West Hollywood News, and more.



## Tarma Designs ([www.tarmadesigns.com](http://www.tarmadesigns.com))

**WHAT:** Casual, recycled stainless steel jewelry for women and men with iconic designs celebrating everything from the love of active endeavors and the outdoors to the simple pleasures in life. Especially perfect for spring/summer '08, Tarma's new Running Spirit design is available in earrings, pendants and bottle openers.

**WHY:** Tarma Designs was founded in 2005 with a commitment to sustainable materials and socially responsible business practices. Crafted from lightweight recycled stainless steel that will never tarnish and Re-Ply™ recycled polyester cord, Tarma jewelry provides a beautiful, lasting and mindful alternative to gold or silver pieces that have been sourced using environmentally invasive mining practices.

**EXPERT:** Sky George, President. Tarma has received coverage in publications ranging from *Glamour* and *Women's Health* to TreeHugger.com, *Delicious Living* and more.



For additional information, imagery or samples – or to schedule an interview with any of the aforementioned experts – call On the Horizon Communications at (805) 773-1000 or email [emily@thepressroom.com](mailto:emily@thepressroom.com).