

FOR IMMEDIATE RELEASE

Earth Creations® Brings Comfy Versatility and New Clay-Dyed Colors to Spring 2010 Women's Apparel Line

Casual Tops, Skirts, Pants and Crops are Sustainable from the Fabric to the Dyes

BESSEMER, AL (November 19, 2009) – Earth Creations, a pioneer of high-quality, fashionable and sustainable apparel since 1996, brings vibrant new clay-dyed colors, fresh silhouettes and versatile staples to its casual women's clothing line for spring 2010.

Ushering in the season's inherent abundance, Earth Creations continues to take inspirational cues from nature, creating look-good, feel-good, eco-colored tops, tanks, dresses, skirts and crops **made in the United States from organic, natural and sustainable fibers**. The *only* company to offer a complete line of clay-dyed apparel, Earth Creations adds two new rich hues – celadon and moonstone – for spring, as well as innovative pieces that effortlessly blend comfort with carefree style.

Dresses & Skirts



With value remaining a top priority for many consumers, women will find a multi-wear wardrobe essential in the **Infinity Skirt/Dress** (pictured left), a whimsical organic cotton and Lycra jersey blend garment that can be worn multiple ways for a variety of distinct looks. **A simple twist, tug or tie transforms the piece from halter dress to belted skirt to tube tunic top and beyond.** (MSRP: \$72)

Also adaptable to the wearer's mood and style is the **Arabesque Skirt**, a mid-calf-length skirt with ruffle hem detail and merrowed finishing that **can double as a tube dress**. A durable blend of hemp and organic cotton jersey, the skirt features a Lycra waist band for optimal stretch and comfort. (MSRP: \$67)

Additional spring 2010 skirt and dress offerings include the floor-length sleeveless **Sophie Dress**; the cute and comfy **Baby Doll Dress**; the a-line **Marbella Skirt** in a new organic cotton jersey fabric; and the classic and casual **Denim Skirt**, made from a blend of organic cotton denim and hemp.



Tops



Earth Creations also brings its trademark breezy comfort to tops for spring, from bright-colored blouses and lightweight cardigans to wraps, stretch tanks and slim-fit tees.

The on-trend **Del Rio Top** (pictured right), featuring a blousy organic cotton jersey bust and organic cotton and Lycra bottom, offers understated elegance with dolman-like sleeves and rouching at the front-yoke seam (MSRP: \$56), while the three-quarter-sleeve hemp and organic cotton jersey blend boat neck **Catalina Cardigan** (pictured lower left) helps ward off any lingering winter chills (\$67).

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Comfort seekers will surely want to add the hemp and organic cotton jersey **Cairo Tank**, a tunic-style top featuring a flared a-line hem (MSRP: \$58), to their closets for spring, as well as the appropriately-named and adorable **Sumptuous Tank**, a soft organic cotton and Lycra jersey piece with a contoured fit (MSRP: \$52).

Additional spring 2010 tops from Earth Creations include the short-sleeved **Harmony and Hampton Hoodies**; the scoop-neck **Tanzania Top** with button detail; the **Tiki Top**, **Tibetan Tie Top** and **Andorra Dolman Sweater** featuring organic cotton crochet; and the versatile **Riviera Reversible Elbow Sleeve Top**, a comfy classic that can be worn as a v-neck or a boat neck. A **wide variety of screen-printed tanks and tees** are also available.

Pants & Crops



Crops and pants for spring continue in Earth Creations' tradition of making everyday apparel feel as comfortable as loungewear. The ever-popular **Dharma Pant** (pictured left), a wide-legged yoga pant now offered in a new blend of organic cotton and Lycra jersey doesn't disappoint (MSRP: \$76), while the slightly-flared, boot cut **Prague Pant** made from bamboo, organic cotton and spandex french terry, features a flattering fit and an extremely soft hand (MSRP: \$77).

The line also includes the **Creative Crop Pant** with side pocket detail; the drawstring **Woven Crop Pant**; the to-the-knee **Zen Short**; and the supple **Bombay Crop Pant**, made from bamboo, organic cotton and spandex french terry.

The Earth Creations spring 2010 collection will be available online and at retailers nationwide starting February 2010. All garments are available in S-XL sizes. An imprinted sportswear line, featuring tees and tanks for men, women and children, is also available.

Since 1996, Earth Creations has manufactured high-quality, sustainable clothing for women, men and children. An unsuspecting bike ride during which one of the company founders ended up covered in red clay became the impetus for creating a clothing line that revived the ancient and eco-friendly practice of clay dyeing. The only company to offer a complete line of clay-dyed apparel, Earth Creations renders rich, beautiful eco-colors on sustainable and organic fabrics, including industrial hemp, organic cotton and bamboo. A women's casual wear line and an imprinted sportswear line are offered, and all items are either made or finished in the United States. Earth Creations clothing can be found at more than 600 retailers nationwide, from Whole Foods to Dillard's. To learn more about the company, locate a retailer or shop online, visit www.earthcreations.net.

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