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**Earth Creations® New Website Brings Clay-Dyed Clothing Closer to Consumer Fingertips**  
*Improved Shopping Experience, Social Media Integration Help Spread Message of Sustainability*

BESSEMER, AL (July 8, 2010) – Earth Creations, a pioneer of high-quality, fashionable and sustainable apparel since 1996, has added a new shine to the online presence of their “dirt-dyed” clothing for men, women and children. Their revamped website,

[EarthCreations.net](http://EarthCreations.net), launched at the beginning of July, heightens the overall shopping experience through state-of-the-art online shopping tools for retail and wholesale customers, live social media updates, and web-exclusive sales, among other additions.



Joy Maples, co-founder and vice president of sales and product development for Earth Creations, said “The benefits of our new website provide our customers with an enjoyable and effortless shopping experience, and also allow us to better communicate with our customers.” Maples added that the improved functionality of the site – which now processes fundraiser and promotional codes – also supports one of their core objectives: partnering with like-minded sustainable companies and nonprofits to easily raise funds for common causes.

In addition to the current company news and updates from Twitter, rss feeds, and Facebook, visitors to the Earth Creations site will also benefit from access to a comprehensive company profile which details Earth Creations’ commitment to social and environmental responsibility as well as reviews the sustainable dyes and fabrics used in the clothing. Meanwhile, customers shopping on the site will enjoy the improved product interface which allows an up-close look at Earth Creations’ fashionable eco-designs, while enhanced shopping tools, such as personalized account settings, an enhanced store locator function and as easy-to-use size-color matrix, make ordering a breeze.

Earth Creations Co-founder Martin Ledvina explains that the new site also allows for improved internal management. “Overall, the new site will enable us to serve, communicate with, and interact with our customers – and the world – more clearly and efficiently,” Ledvina says. “In short, it’s a tremendous vehicle for spreading the message about sustainable clothing and responsible business practices.”

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](http://www.earthcreations.net).

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