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FOR IMMEDIATE RELEASE---

Earth Creations® Redefines “Sustainable Style” with 2011 Women’s Wear Line *Eco-Friendly, Clay-Dyed Apparel Designed for Versatility, Durability and Enduring Appeal*

BESSEMER, AL (August 12, 2010) – [Earth Creations’](http://EarthCreations.com) new spring 2011 line takes eco-fashion to the next level with **low-impact and organic clothing that is “sustainable” in more ways than one.** Blending a bright, refreshing palette of *clay-dyed colors* like turquoise and celadon with *truly “green” fabrics*, including organic cotton and hemp, Earth Creations’ latest designs also turn the eco-conscious eye on **versatility and durability** as key ingredients in sustainable clothing.

Joy Maples, cofounder and VP of sales and product development, explains that part of the environmental cost of the clothing industry is the tremendous amount of waste built into it by cheaply made pieces, passing fads, and limited-use clothing. “Earth Creations’ spring ’11 line features classic and timeless designs that women will want to wear over and over again—they do not go out of fashion and they are made from durable natural fibers that won’t fall apart after the first wash,” Maples says. “Many of the key pieces also feature ‘reversible’ styling options, allowing women to buy less clothing (or pack fewer pieces for travel wardrobes), without limiting the number and types of outfits they can wear. **It is a line built to sustain a woman’s style needs, as well as those of the environment.**”



Designed also with a woman’s comfort in mind, the flattering cuts, soft fibers, and delicate details of the 2011 line result in clothing that women feel good *in*, and feel good *about*.

- **Sustainable Materials: Green Fibers, Low-Impact Dye, Durable Fabric**
The **only company offering a complete collection of clay-dyed women’s casual wear**, Earth Creations continues its commitment to environmentally and socially-responsible clothing with the spring 2011 line, featuring clothing made with at least 90 percent natural, sustainable fibers (organic cotton and/or hemp), and at least 45 percent organic materials, with numerous items 100% organic. Their trademark clay-dyes offer consumers 12 rich, eco-safe colors (such as Azurite, Moonstone and Topaz) made with natural and biodegradable dye materials that sidestep the toxic byproducts of traditional synthetic dyes.

What’s more, the line’s natural fibers won’t wear away, snag or tear easily; *can be machine washed and dried*; and undergo minimal fading (much like a pair of jeans) making Earth Creations clothing head-and-shoulders above silk, linen, and other comfortable-wear fabrics when it comes to earth-friendly durability.

- **Sustained Style: Classic Designs, Flattering Cuts, Year-After-Year Fashion**



A tribute to the modern woman, Earth Creations' spring 2011 line focuses on classic style with timeless appeal. Comfortable and flattering, these pieces will always look and feel good, no matter what new trends pass through. For instance, the aptly classical-sounding **Athena Top** keeps women looking statuesque with an elasticized waist and a curve-veiling faux wrap, while multiple shoulder looks make it a *divine* top for travel, lounging at home, or hitting the town (MSRP: \$55). For today's strong and practical-minded woman, the sporty racer-back of the **Freesia Dress** allows a smooth transition from the ladies' brunch to the power-walk lunch break, while a flattering v-neckline mixes with a convenient front patch pocket for smart-looking, convenience-driven clothing (MSRP: \$55).

Pair the **Fab Fit Pant**, a full-length, elastic waistband pant that lives up to its name (MSRP: \$60), or the **Global Gaucho** cropped pant with slightly flared hemline and flattering criss-cross waistband (pictured above left; MSRP: \$55), with the **Sri Lanka Vest** for cultured, classic style and comfort for any leg of a journey near or far (pictured above left; MSRP: \$55, or \$70 with peace-sign appliqué on back).

- **A Sustaining Wardrobe: Versatile Designs for a Varied and Adaptable Wardrobe**

Dressed up, dressed down, layered or alone, the Earth Creations 2011 line is versatile with a capital V-neck. Featuring numerous multi-option styles, these pieces carry women through the events of the day, season, and year. For instance, the extended waistband of the **Jasmine Jumper Pant** (pictured above right; MSRP: \$55) extends its use from a basic comfortable pant, to a playful and perky tube top jumper. Similarly, the **Annabelle Skirt Dress** (MSRP: \$60) turns from a full-length skirt when it's cold, to a summery tube-top dress with one flip of the waistband.

Meanwhile, the sexy **Hecate Halter** (pictured left on mannequin and right on model; MSRP: \$55), which flatters the figure with its elasticized rouching down the side, center front, and back, can be worn as a straight halter or a more seductive twisted-strap come-hither-halter, keeping the piece looking fresh and new after multiple wears on vacation or out with girlfriends.



Earth Creations' imprinted sportswear line for men, women, and children will be available for preview at booth # 2023 at WWIN, as well.

Since 1996, Earth Creations has manufactured high-quality, sustainable clothing for women, men and children. 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. For information, images, catalogs and sample inquiries, editorial media can contact Jamie at On the Horizon Communications at (805) 773-1000 or email jamie@thepressroom.com.