

FOR IMMEDIATE RELEASE

Earth Creations® Harvests Spicy Clay-Dyed Color and Comfy, Fashion-Forward Designs for Fall 2010 Women's Apparel Line

BESSEMER, AL (June 7, 2010) – Earth Creations, the *only* company offering a complete line of clay-dyed women's apparel, introduces its fall 2010 collection. An assortment of feel-good fashionable tops, tunics, outerwear, pants and accessories in rich and spicy eco-safe colors, such as Amethyst, Cinnabar and Patina, the line effortlessly blends an earthy palette with enviro-chic, versatile designs.

"Our fall 2010 collection combines soft, sustainable fabrics and seasonal hues harvested directly from nature to create comfortable, on-trend, yet classic, pieces," said Joy Maples, co-founder and vice president of sales and product development for Earth Creations. "Consumers will enjoy the line's new contoured, figure-flattering fits on several items, as well as its fall-friendly layering and mix-and-match possibilities."



Tops & Tunics



Fall's uniform of long tops and dresses over leggings, skinnies or tights gets a fun new favorite in the **Sadie Top** (MSRP: \$75, bottom right), a hemp and organic cotton jersey hooded tunic that features cute decorative button detail, feminine seaming and side pockets. Equally versatile is the more fitted **Mod Hoody Tunic/Dress** (MSRP: \$75), a supple bamboo, organic cotton and spandex french terry delight that features a drapery cowl neck that can also be worn as a mock shawl or hood.

And for those in search of tee-like comfort *and* a contoured fit, the organic cotton jersey **Ria Raglan** (MSRP: \$48, left on model) radiates laidback, yet elegant, charm with a dainty boat neck and elasticized shearing at the waistline. Available in two striking prints or unprinted.

Jackets & Pants

A perfect lightweight cover-up for chillier days, the hemp and organic cotton jersey **Twilight Jacket** (MSRP: \$75, lower right on model) is an instant cult classic with its shawl collar, semi-fitted seamed waistband and front and sleeve button detail. And the tie-front **Juneau Jacket** (MSRP: \$90), featuring a bamboo, organic cotton and spandex french terry blend, is an equally essential item for fall's layered looks, with cute princess seams and a supple shawl collar.



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Both jackets pair beautifully with the organic cotton and Lycra jersey **Pagoda Pant** (MSRP: \$65, top left on model), which provides a stretchy, yoga-like flared style with dressed up merrowed hem band detailing. For a more tailored, work-appropriate look, the hemp and organic cotton jersey **Poetic Pant** (MSRP: \$64, right on model) delivers a straight leg, front seaming and a classic fit.

Dresses, Skirts & Accessories

Whether worn belted with boots or free-flowing with ballet flats, the hemp and organic cotton jersey **Cameo Dress** (MSRP: \$65, top right on model) adds stylish flair to fall wardrobes with peasant-style sleeves, a scoop neck and an above-the-knee cut. Available in solid colors or with a skirt imprint, the dress perfectly characterizes cool-weather chic.



Fashionistas will also fall for the **Villa Skirt** (MSRP: \$78), a bias-cut hemp and organic cotton jersey piece that can be worn as a long skirt or as a sleeveless dress, thanks to a wide Lycra waistband.

And whether to add extra warmth or whimsy, the soft and stylish **Shiver Shawl** (MSRP: \$50, left) will no doubt top off many a fall ensemble. Made from 100% hemp, the wrap – which can be worn around the neck, shoulders and waist in multiple ways – adds a finished look to any outfit.

The Earth Creations fall 2010 collection will be available in July in sizes S-XL. A complete imprinted sportswear line, including casual tees for women, men and children, is also offered.

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.

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