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MORAL FIBER: Sustainable Designer Fabrics Motivate Eco-Chic Online Shopping

*i'm eco friendly*TM Makes E-Commerce Site Debut Powered Exclusively by Wind & Solar Energy. Products are Made Entirely in the USA of Certified Organic Cotton

SANTA MONICA, CA (October 21, 2008) – Shopping often presents a conflict for the environmentally conscious, since the majority of consumer goods leave a crushingly heavy carbon-footprint. But Los Angeles-based filmmaker-turned-green entrepreneur **Nikolette Orlandou** offers welcome consolation: that shopping done right can be part of the solution.

i'm eco friendlyTM creates products made in California of sustainable designer fabrics, notably a line of tote-bags manufactured from organic cotton grown and loomed in the USA, and dyed with non-toxic, low-impact pigments. The versatile bags are sturdy enough to carry groceries, stylish enough for a trip to a boutique or yoga class, roomy enough for baby and beach gear. Designs reflect eco-motifs ranging from a juicy pomegranate, ancient symbol of renewal and rebirth, to alternative energy sources.

“Buying green is a powerful form of activism,” says Gina Baski, the owner of **TRÜYOGA Studio**, who is hosting a launch event for her green neighbor next month. “There are those who vow never to buy anything again. But that is not the answer. Life commands us to go on, to work, invest, shop, provide for our families, while hopefully leading an active lifestyle and enjoying our world, and **i'm eco friendly**TM shares **TRÜYOGA**'s mission to just make the process greener and better.”

Shopping online reduces carbon emissions, since buyers aren't driving their vehicles to physical stores. The company takes this reduction a giant step further by powering its site entirely by wind and solar energy through **Hostpapa.com**. Their eco-vision is further supported through every other aspect of product packaging and fulfillment. Company printed matter employs recycled content, 100% post-consumer waste by **Greenprinter.com**. Products are shipped using minimal, often recycled mailers, primarily via **USPS**, which has been awarded Silver Cradle-to-Cradle Certification. (The certification is given to products that pursue an innovative vision of ecologically intelligent design that eliminates the concept of waste).

Orlandou coined the term “vertically green” to define her operating process, meaning that every aspect of the sourcing, production and delivery is consistently and rigorously green-minded. This concept sharply distinguishes **i'm eco friendly**TM goods from most, which are made in Asia, requiring a tremendous dependency upon fossil fuel to bring them to the west.

“At the risk of evoking the father in *My Big Fat Greek Wedding*...remember the Greek origin of our English word, ‘ecology,’” says Orlandou, who hails from Athens, Greece. “The source-word is *oikos*, which means ‘household’ or ‘home.’ This planet is our home. We all share it, so we must protect and nurture it together.”

i’m eco friendly’s new line of organic cotton tote bags are available online at: www.imecofriendly.com. Soon, they will also appear in eco-boutiques and select stores around the country. Prices range from \$16.50 - \$26.99

About i’m eco friendly™

Headquartered in Santa Monica, California, **i’m eco friendly™** is an upscale eco-accessories brand offering reusable bags for stylish and conscientious consumers. The company is committed to operating “vertically green,” i.e., aggressively sourcing green vendors to fulfill its business needs in order to achieve a meaningful neutral carbon footprint, thus magnifying its positive impact in society and our planet.

For a press kit, please visit: <http://www.imecofriendly.com/newsroom.php>

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