



For Immediate Release

Contact: Melinda Manos
(310) 993-6799 manosprods@aol.com

HIPPIE INK GOES ECO

Los Angeles, CA (July 2007) – Socially conscious designer Jennifer Ashley of HIPPIE INK has added an organic cotton line to her collection. The contemporary series of tees, tanks and thermals includes 20 styles made with pesticide-free organic cotton and environmentally friendly low-impact dyes.

“Most new clothing should be washed before you put it on your body. Not only is the organic clothing safe to wear, it is incredibly soft”, explains Ashley. “I wanted to get on the bandwagon and help the environment in any way that I can. At home, my family has a system for recycling and energy conservation. Why not take it one step further and apply it to my business”.

The HIPPIE INK Organic collection features Ashley’s signature earthy colors and hip guitar graphics along with the sayings “*Save our Planet*”, “*Mother Earth Rocks*” and “*Love the earth..The seeds of this perfect union shall surely sow the fruit of eternal paradise*”. Retail price points are \$75 to \$85.

HIPPIE INK is a 2 1/2 year-old line of retro-inspired tops and accessories. The collection is available in hundreds of stores across the country as well as in Canada, Mexico and France. The embellished tees and tanks are made from combed cotton and have been discovered by many celebrities including Sienna Miller, Eva Longoria and Jennifer Aniston. The 50-piece line has expanded to include Hippie belts, Hippie purses, Hippie hoodies and leggings and Hippie Ink Kids.

**Sharon Koshet Sales 110 East 9th Street, Suite B-335
Los Angeles, CA 90079
TEL: 213-623-6689 FAX: 213-623-6501 www.hippieink.com**