

For Immediate Release:

THE GREENSHOWS PRESENT FALL 2012 COLLECTION PREVIEWS AT MERCEDES-BENZ FASHION WEEK

New York, NY (February 2nd , 2012) The GreenShows, the platform for the visibility and promotion of contemporary and luxury ethical fashion, is taking its annual showcase to Mercedes-Benz Fashion week for the first time in its three year history. **The Presentation, which will feature mini-capsule Fall 2012 Collections by eight ready-to-wear fashion designers accompanied by an accessories and jewelry installation, will be held in The Box at Mercedes-Benz Fashion Week on Friday, February 10th, 2012 from 10:30-11:30am.**

Featured Designers:

United Bamboo
Bamboo by United Bamboo
H. Fredriksson
Study NY
The Battalion
Luis Valenzuela
Ajna
Artists & Revolutionaries

For this milestone event, The GreenShows showcases the creative vitality of two of the industry's rising talents, stylist Julie Ragolia, Fashion Editor of 7th Man Magazine, whose work has been featured in many fashion publications including Vogue, Purple, and L'Official, and Aushim Raswant, Creative Director and Executive Producer of up-and-coming communications, programming, and strategy firm, 3V.

Victoria Simes, renowned jewelry designer and stylist, will create and curate an installation of contemporary ethical fashion accessories, including pieces from her own collection as well as jewelry designers Natalie Frigo, Mal Jewelry, Nettie Kent, Erika Lauren Design, Ursa Major Collection and East Fourth Street, and handbag designers Remade USA, Collina Strada, and The Sway.

"This is a very special moment in the history of The GreenShows. We are delighted to offer our designers this terrific opportunity to showcase their beautiful apparel and accessories. **Our mission has always been to present trend-setting, ethical and sustainable luxury design to the elite fashion community.**" –Harvey Russack, Owner & CEO, The GreenShows.

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About The GreenShows

The GreenShows brings ethically produced sustainable style to the fashion elite. A wide variety of international designers embrace the opportunity to present their lines to the press and fashion buyers. The GreenShows left behind their storefront origins in 2010, moving to the Metropolitan Pavilion in New York City, heralding a new beginning for The GreenShows. Worldwide press coverage created excitement for the designers, sponsors, and attendees. Pop-up shops in Vanderbilt Hall, Grand Central Station (April 2010) and Bloomingdale's SoHo (April 2011) in recognition of Earth Day brought high style/low impact fashion to the buying public.

For more information visit www.thegreenshows.com

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About United Bamboo

The fashion collective developed by Miho Aoki and Thuy Pham is best known for its artistic approach to fashion and the cross-cultural mash-up of media in music, fashion, and art. The use of patterns and fabrics in both new and practical applications, inventive rethinking of traditional designs, as well as a commitment to produce more goods locally, has made United Bamboo a favorite in New York.

For more information visit www.unitedbamboo.com

Press Contact: Jane Son, json@kruppggroup.com

About Bamboo by United Bamboo

Launched in Spring 2011 and inspired by the birth of her first child, Bamboo By is an organic "room wear" collection by United Bamboo designer Miho Aoki. Bamboo By uses certified organic cottons, linens, and hemp, and its silhouettes are easy and comfortable. Each garment is machine-washable and softens with wear. Bamboo By enjoys creating pieces that use organic material whenever possible.

For more information visit www.unitedbamboo.com

Press Contact: Jane Son, json@kruppggroup.com

About H. Fredriksson

H. Fredriksson is a collection designed with a modern, artistic, and sustainable conscious purpose. Designer Helena Fredriksson creates exclusive textile prints inspired by her own photographs and drawings. With a sense of both past and present, the designer's belief in traditional craft is epitomized in the mindful fabric choices in each collection, which is manufactured in New York City using ethical production methods. The Swedish designer lives and works in Brooklyn, NY.

For more information visit www.hfredriksson.com

Press Contact: Johnny Pizzolato, johnny@shopshowroom.us

About Study NY

Tara St. James is the owner and head designer for the New York-based clothing label Study NY, a high-concept brand primarily produced in New York City and 2011 Ecco Domani winner for sustainable design. A strong and driving presence among young sustainable designers, St James lends her talent and skills to various organizations, including The Uniform Project and Peru's Awamaki indigenous weaver collective. She also facilitates discussions about the intersection of sustainability, ethical sourcing and product innovation.

For more information visit www.study-ny.com

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About The Battalion

Los Angeles based cult clothing brand The Battalion is a modern purveyor of green luxury. Each season designer Linda Wong spots the most coveted trends and sources the latest conscious materials such as bamboo, organic cotton, faux fur and peace silk, that are lifestyle enhancing and socially relevant. Her collection is designed with a perceptive eye, relentless taste and a mission to make our world a better and more beautiful place.

For more information visit www.thebattalion.us

Press Contact: press@thebattalion.us

About Luis Valenzuela

Luis Valenzuela is an internationally acclaimed ethical fashion designer and visual artist. Born in Caracas, Venezuela from a family of four generations of artist. He is pioneer in green art and eco-friendly fashion design. He is the founder of EcoArtFashion© and created the first EcoArtFashion Week™ in the world, a platform to express the present state of the ethical and new sustainable fashion world. Valenzuela has been invited to showcase his impeccable couture "ART TO WEAR" designs at important arts institutions, Museums and art galleries around the world including The Kennedy Center in Washington DC, Adrienne Arsht Center for the Performing Arts Miami. His work has been featured in Vogue Magazine and Elle Magazine among other important fashion publications.

For more information visit www.luisvalenzuelausa.com

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About Ajna

Ajna, was launched in 2008 embracing beauty and simplicity while using only certified organic and sustainable textiles. Designed by accomplished designer, Beryl Man, Ajna effortlessly invokes intelligence and unexpected elegance into her timeless garments. Man was born in Hong Kong and moved to New York upon receiving her Masters in knitwear fashion from London's Royal College of Art. She has designed for notable brands such as Calvin Klein Men's and Women's Collection, Donna Karan Collection and most recently Narciso Rodriguez. In September of 2009, she was named New York designers to watch by WWD.

For more information visit www.ajnacollection.com

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About Artists & Revolutionaries

Artists & Revolutionaries is an eco-friendly fashion label based in Brooklyn, NY. Designed and created by John Michael, the label is unique by utilizing repurposed leather, cashmere, and organic cottons. John Michael's history with reinventing clothing and utilizing eco-friendly materials is long spanning. He studied at Parsons School of Art and Design in Paris. In 2010, John Michael started Artists & Revolutionaries, in Brooklyn with 500 dollars and a borrowed sewing machine. Artists & Revolutionaries blurs the line between an eco-concept and a fashion-forward collection.

For more information visit www.artistsandrevolutionaries.com

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About Victoria Simes

Native New Yorker Victoria Simes attended FIT where she gained a bachelor's degree in Fashion Design. Her styling soon launched her career, with her work featured in Soma, I-D and Oyster. She began making jewelry to work into her styling and soon thereafter, she debuted her first collection under the name Saltalamacchia. Raw natural materials are the essence of Saltalamacchia's fundamental line. It incorporates handmade pieces, transforming horsetail, chain, leather, silver rods, raw stones, reclaimed wood, yarn and feathers into wearable unisex works of art.

For more information visit www.victoriasimes.com

About Natalie Frigo

Sculpting all of the designs by hand in her lower Manhattan studio, Natalie personally attends to each detail using the ancient practices of metalsmithing and cire perdue (lost-wax casting). The organic forms are then hand-cast and finished in New York City, marrying recycled sterling silver and 18K gold with individually selected, ethically sourced gemstones.

For more information visit www.bynataliefrigo.com

Press Contact: patrick@bradburylewis.com

About Mal Jewelry

MAL is designed, cast and hand crafted with integrity in Beacon, New York. In 2010, designer Marisa Lomonaco made the leap from sculpture to jewelry design. She advanced her technique in metalsmithing through several apprenticeships in model making, casting, metal finishing and fabrication. MAL's current collection of spare jewelry is hewn from found objects and textures, melding reinterpreted punk details with rich textures of leather grain and exotic skins.

For more information visit www.maljewelry.com

Press Contact: info@maljewelry.com

About Nettie Kent

Nettie Kent creates ethereal, handcrafted jewelry in Brooklyn, New York. Summers on the beach and winters in Brooklyn influence all of Nettie's designs, a mix of organic shapes cast in rough golden metals contrasted with soft leathers, Nettie seamlessly juxtaposes the two worlds she inhabits, the urban and the seashore. The crash of waves on sandy shores combines with the roar of the subway underfoot; the bright, beach sun mixes with city lights. Though still a young line, Kent has earned a cult following and loyal clientele that appreciates her organic forms, unique designs and her ethical approach to jewelry making that emphasizes sustainable design and sourcing recycled materials.

For more information visit www.nettiekent.com

Press Contact: max@nettiekentjewelry.com

About Erika Lauren Design

Jewelry Designer Erika Lauren has found her niche creating 'naturally glamorous' fashion jewelry, which is now sold in over 20 stores in Canada and the United States. She has a unique talent for adorning the sophisticated, modern women with Eco-conscious jewelry. Erika is a firm believer in jewelry's ability to not only encourage female power and freedom, but also to serve as a token of appreciation for the natural world around us! It is apparent that Erika's previous career in Foreign Policy and Humanitarian causes informs her work. With her premier Eco-Luxe Collection in 2011, Erika was able to successfully honor her deep regard for the environment, while also fulfilling her childhood dreams of a career inspired by Fashion and Art!

For more information visit www.erikalaurendesign.com

Press Contact: media@erikalaurendesign.com

About Ursa Major Collection

Though a current resident of NYC, Designer Kate Jones hails from Boothbay Harbor, Maine. Prior to that she spent much of her childhood living on a sailboat in the Eastern Caribbean with her family. The company name, Ursa Major, comes from the name of that very sailboat and is Latin for "Big Dipper", one of the most visible constellations in the sky. Kate strives to be the kind of designer that is known for her ability to create great and unexpected pieces season after season. She designs to create jewelry to be appreciated as an object, not a just component of an outfit. Each piece is handcrafted in her Tribeca studio using recycled metals.

For more information visit www.ursamajorcollection.com

Press Contact: kate@ursamajorcollection.com

About East Fourth Street

Susan Crow, an American Craft Niche award winner, has launched a sustainable jewelry brand, East Fourth Street. Using fair-minded or recycled metal and gemstones East Fourth Street creates beauty with a conscious. Crow was recently designated by CBS Minnesota as one of Minnesota's top reclaimed metal artists. "Previously good design employed function, great aesthetics and innovation. My goal is to add a fourth, sustainability. This new reality is about designing smart by integrating sustainability into our jewelry development processes from the beginning."

For more information visit www.eastfourthstreet.com

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About Shannon South Remade in the USA

Shannon South is a Brooklyn-based multi-disciplinary designer who works in fashion, furniture, and graphic design. Through her company, SHANNON SOUTH - REMADE IN THE USA, Shannon repurposes used leather into one-of-a-kind luxury handbags and accessories. Each of her designs has its own unique details and personality that reflects its history. All of her designs are made in New York City. SHANNON SOUTH - REMADE IN THE USA was formed in 2009 and her bags have sold at Barney's, independent boutiques, and online. Shannon's mission is to create beautiful, well-made products in the USA that positively impact her customers and the environment.

For more information visit www.shannonsouth.com

Press Contact: shannon@shannonsouth.com

About Collina Strada

Collina Strada is a leather goods collection, produced locally in NY with sustainable materials. Collina Strada has focused on a movement of things: distinctive textures, sharp details, and original styles that have created a unique aesthetic. The brand is a true combination of vintage and modern style, created to seamlessly translate from season to season.

For more information visit www.collinastrada.com

Press Contact: info@collinastrada.com

About The Sway

The Sway is a collection of upcycled leather handbags and biker jackets. Australian born Designer, Belinda Pasqua, achieves her desire to create beautifully functional, edgy pieces by using intricate leather patterns and techniques. Her play on texture, form and function captures the look for an urban, eclectic woman. Paying close attention detail, each piece is lined with The Sway's signature black and white boomerang print inspired by Aboriginal Dreamtime. Her manufacturing facility is powered by natural alternatives.

For more information visit www.theswaynyc.com

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