



## THE GREENSHOWS ECO-FASHION WEEK AT KING OF GREENE STREET

A 2-DAY FASHION EVENT WITH AN ECO-CONSCIOUS VISION FEATURING DESIGNERS BODKIN, IZZY LANE, BAHAR SHAHPAR, HOUSE OF ORGANIC, LARA MILLER, MR. LARKIN, STUDY BY TARA ST. JAMES, AND OPENING NIGHT EVENT WITH THE RAINFOREST ACTION NETWORK, SEPT. 15-16, 2009

### THE GREENSHOWS ECO-FASHION WEEK AT KING OF GREENE STREET

SEPTEMBER 15-16, 2009

KING OF GREENE STREET  
72 GREENE STREET  
(BTWN SPRING & BROOME ST )

#### SHOW SCHEDULE

##### TUESDAY, SEPTEMBER 15

1PM: STUDY BY TARA ST. JAMES  
3PM: BAHAR SHAHPAR  
5PM: BODKIN (PRESENTATION)

##### WEDNESDAY, SEPTEMBER 16

11AM: LARA MILLER  
1PM: HOUSE OF ORGANIC  
3PM: MR. LARKIN  
5PM: IZZY LANE

#### HAIR BY

JOHN MASTERS ORGANICS



RAINFOREST ACTION NETWORK  
HOSTS OPENING NIGHT EVENT  
"DON'T BAG INDONESIA'S  
RAINFORESTS"  
SEPT. 15, 6PM-7:30PM  
MEDIA RSVP:  
RAINFOREST@STATEPR.COM

FOR MORE INFORMATION VISIT  
[THEGREENSHOWS.COM](http://THEGREENSHOWS.COM)

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NEW YORK, NY (August 25, 2009)—A first for New York Fashion Week, **The GreenShows Eco-Fashion Week** is the only premiere fashion event exclusively committed to eco-friendly, ethically sound, fair-trade fashion in New York City. This two-day event will feature a selection of eco-conscious fashion designers who have been given the opportunity, support and resources to show their Spring/Summer 2010 collection under one roof.

The GreenShows Eco Fashion Week at **King Of Greene Street** will occupy the entire first floor, 4,000 sq ft retail and gallery space, located at **72 Greene Street** in **Soho**, NYC's downtown fashion and shopping district, and runs from **September 15 to 16, 2009. This is a closed event and is by-invitation only.**

The runway shows will include eco-fashion designers: **Bodkin, Izzy Lane, Bahar Shahpar, House Of Organic, Lara Miller, Mr. Larkin, and STUDY by Tara St. James.**

*"We should not have to sacrifice our planet for fashion. The fashion industry needs to be more accountable to environmental damage and pollution. While eco-designers are leading the way for a more sustainable lifestyle, without sacrificing style, prominent fashion designers need to take on more responsibility to safeguard our natural resources and achieve zero waste. The GreenShows is designed to foster and support eco-designers to continue creating fashion and as a platform to bring eco-fashion mainstream."*

—Eric Dorfman, Founder of EdMedia Inc. and The GreenShows

The GreenShows is proud to partner with the **Rainforest Action Network (RAN)** to host our opening night event on **September 15**. With their new campaign "**Don't Bag Indonesia's Rainforests**," RAN is reaching out to over 100 fashion and luxury product companies who, some unknowingly, are using custom paper packaging such as shopping bags, made from the pulp of trees felled in the endangered tropical rainforests in Indonesia. Driven by market demand from the United States, the rapid destruction of Indonesia's rainforests is causing massive global greenhouse gas emissions, destroying Indigenous communities, threatening unique ecosystems and pushing species like orangutans and Sumatran tigers to extinction.

With innovative green fashion also comes eco-friendly hair and makeup. **The GreenShows** is proud to announce **John Masters Organics** as our official hair sponsor and will announce our makeup sponsor shortly.

And extending beyond fashion and style, **The GreenShows** will also debut **BodegaGreen**, a replica of a neighborhood convenience store featuring a selection of lifestyle eco-products.

**The GreenShows** will follow a rigorous path, from top to bottom, to make sure the production is 100% environmentally-friendly and energy efficient. From the runway to the lighting, the design team will use recycled, recyclable, and compostable material to create a beautiful and resource conscious layout as a backdrop to the collections.

For media inquiries, interview opportunities and accreditation to attend the show, please contact **STATE Public Relations** at **646.714.2520**, **Ryan Urcia** at [ryan@statepr.com](mailto:ryan@statepr.com) or **Kristina Ratliff** at [kristina@statepr.com](mailto:kristina@statepr.com)

**About Rainforest Action Network**

Rainforest Action Network campaigns to break America's oil and coal addictions, protect endangered forests and Indigenous rights, and stop destructive investments around the world through education, grassroots organizing, and nonviolent direct action. For more information, please visit: [www.ran.org](http://www.ran.org).

**About Eric Dorfman**

**Eric Dorfman** is the founder of **EdMedia Inc.** and is 100% hands-on in all aspects of the company's creative production and execution. EdMedia has created some of the most interactive, ambient and innovative marketing events for a collection of leading national and international brands. EdMedia has worked extensively with top fashion brands on a variety of projects, and was involved in the launch of "Project Global Tradeshow," Supima Pop-Store, and the Filativa Fashion Show. In addition, EdMedia launched the leading magazine titles Nylon, Swindle and America, and creatively produced the ultimate in Oscar Week luxury – Flaunt House.

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