

Media Contact
Liz Pollock
GY&K on behalf of Earthtec
973.214.1301 (cell)
liz@gykmarketing.com

Earthtec and Seth Aaron, “Project Runway” Winner, Debut Sustainable Collaboration at Portland Fashion Week

Seth Aaron Sustainable Apparel Inspired by Earthtec made from textiles from recycled plastic bottles to be unveiled on Friday, October 7

Portland, OR – Earthtec, a sustainable lifestyle apparel brand that uses eco-friendly textiles to create eco-clothing, is excited to announce their collaboration with Seth Aaron Henderson, season 7 winner of “Project Runway,” Lifetime’s Emmy-winning fashion design show. The collaboration, which features sustainable textiles, is inspired by Earthtec and Seth Aaron’s philosophies on “clothing with a conscience” and will debut at the world’s leading sustainable fashion event, Portland Fashion Week, on Friday, October 7.

“Portland is the convergence of style and sustainability, so we couldn’t think of a more appropriate backdrop to unveil our collaboration with Seth Aaron,” said Dennis Randall, CEO and founder of Earthtec.

Deeply rooted in social responsibility, the partnership between Earthtec and Seth Aaron has been developing into a story of bridging sustainability and fashion. By combining fashion with sustainable textiles, Earthtec and Seth Aaron hope to raise awareness, educate consumers and bring the idea of eco-apparel to broader audiences and discerning consumers.

“During last year’s show at Portland Fashion Week, I was able to blend sustainability and technology with fashion by creating unique solar-panel inspired couture and a runway made of solar panels,” said Henderson. “This year, I’m able to take my mission one step further by blending sustainable textiles with my designs to create sustainable fashion.”

Putting some revolutionary technology to work, Earthtec has been converting landfill-bound bottles into extraordinary, high-performance fabrics made from post-consumer recycled polyethylene terephthalate plastics, or recycled PET.

“At Earthtec, we go beyond textiles to finding better ways to make stylish, functional apparel from recycled plastics, organic cotton, and renewable wool,” added Randall. “We pride ourselves on building value into our garments while taking carbon out of our footprint, and that is where Seth Aaron and Earthtec see eye-to-eye.”

“Fashion is a statement about who we are,” added Henderson. “If what we wear is both fashionable and sustainable, we are making a statement that we care about ourselves and the world in which we live. Our goal is to take the Seth Aaron inspired by Earthtec eco-apparel and make it available to major retailers for our consumers who want to wear a difference.”

Seth Aaron inspired by Earthtec will be shown on the runway on Friday, October 7 at 8 p.m. and Earthtec’s lifestyle collection will be shown on Thursday, October 6 at 8 p.m. at the Vigor Industrial Shipyard, Swan Island, 5555 N. Channel Ave., Portland as part of Portland Fashion Week.

About EARTHTEC (www.earthtec.com): EARTHTEC is made up of a team of passionate and talented designers who develop sustainable lifestyle apparel made from cutting-edge recycled or renewable fabrics like recycled PET (plastic water bottles), organic cotton, and natural wool. With extensive experience in the garment industry, the EARTHTEC team is innovating with the combination of emerging textiles, fresh designs, and smart manufacturing techniques. When people wear EARTHTEC garments, they can be proud of their contribution to a greener more sustainable world.

About Seth Aaron

Seth Aaron is the Season 7 winner of Lifetime's Emmy-winning fashion design show "Project Runway" and has been featured in notable fashion magazines like *Marie Claire*. SETHAARON will be launching a fall/winter 2012 collection of sustainable apparel powered by Earthtec, a sustainable lifestyle apparel company on Friday, October 7. The line will feature stunning, sustainable fabrics made from recycled plastic bottles and will celebrate Oregon's history as the first state in the nation with a bottle recycling law. The collection will present fashionable and sustainable designer apparel that is price, fashion and lifestyle conscious.

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