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## **FOR IMMEDIATE RELEASE**

### **Synergy Organic Clothing Launched Latest Collection with Cali-Cool Style New designs offer broader mass appeal for Summer '14**

**March 31, 2014 – Santa Cruz, Calif.** – Synergy Organic Clothing is a sustainable and eco-conscious womenswear & yoga apparel company. They believe women should radiate effortless style while treading gently on the earth. This belief has never been more apparent than in the Summer 2014 Collection, beautifully inspired by the time of the year when the 'livin's easy'.

Design in the coastal California town of Santa Cruz, a place where some may consider it summer year round, three words easily describe this collection: beach, ocean, and fun. With the desire to expand market appeal designer, Kate Fisher, added an exciting array of new styles and applique designs. "I wanted these pieces to feel easy and pulled together while giving off a Cali-cool, relaxed vibe. I wanted the line to evoke lazy summer days at the beach", Fisher said of the collection. Fresh styles such as the Chloe Draped Kaftan offer women a throw-on-and-go dress that reads more like a casual yet chic ensemble. The brand new Brielle Dress is expected to entice a younger customer with its peek-a-boo back and princess top while more conservative designs such as the Skate Dress featuring a drop waist and full skirt is anticipated to have a broader appeal. For this collection Fisher hired two assistant designers, Krystal Romine and Maggie Yoha, both of who attended the Academy of Art University in San Francisco, CA.

Remaining true to their roots, as always, Synergy brought back fan favorites such as the Ruched Mini Skirt and Pocket Dress, in new colorways. This collection is expected to be available in May 2014.

#### **About Synergy Organic Clothing:**

Synergy Organic Clothing currently has 3 retail locations, an e-commerce website, a wholesale business to over 1,000 accounts internationally and domestic, including SW region Whole Foods Markets. The company has doubled in size over the past two years and prioritizes the responsibility of finding the most eco-conscious way of doing business.

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