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## For Immediate Release

### **Organic Fashion Label Launches New 'Tissue Knit' Line for Spring 14 20 Years of Global Green Vision Celebrated with Organic Style**

**Santa Cruz, Calif.** – Synergy Organic Clothing, a sustainable and conscious womenswear & yoga apparel company is celebrating their 20-year anniversary with the launch of the Spring 2014 Collection. This season introduces a new 'Tissue Knit' line, propelling this brand into a much more eco-chic direction.

Living and working in a coastal California town, designer, Kate Fisher, drew inspiration from her love of the beach and ocean. Filling a desire to appeal to a larger audience, Spring 2014 focuses more on the style, silhouettes, and materials than in the past. The 'Tissue Knit' collection is just as it sounds, a luxurious, lightweight & breathable 100% organic cotton; a prime example of the new path Synergy is on. "I really wanted this collection to have something for every woman – whether it be the Convertible Cardigan for the woman dealing with cooler weather in the Spring, or our Athena Caftan for the lucky ones who get to lay on the beach a bit earlier in the year than most." Fisher stated, reinforcing her vision for a broader mass appeal.

Over two decades the brand has naturally evolved. Nowhere is that more apparent than the outward appearance of the Synergy look. Even with change in the air, what happens behind the scenes has remained constant. Synergy Organic Clothing keeps their roots deeply planted in the vision of combining Eastern and Western influences. Synergy continues to produce all clothing according to fair trade practices in Nepal; employing 150 women who hand-sew the applique designs.

The Spring 2014 Collection is currently available for pre-order in the wholesale market and is expected to be available for retail in March 2014.

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

Synergy Organic Clothing currently has 3 retail locations, an e-commerce website, a wholesale business to over 600 accounts domestic and internationally, and an extensive festival-selling scene. The company grew by 50% in 2012 alone and prioritizes the responsibility of finding the most eco-conscious way of doing business.

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