



Earthtec and Seth Aaron, "Project Runway" Winner, Debut High-Fashion Sustainable Apparel Collaboration at Portland Fashion Week Seth Aaron Inspired by Earthtec, made from textiles from recycled plastic bottles, is unveiled at Portland Fashion Week

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PORTLAND, Ore., Oct. 14, 2011 /PRNewswire via COMTEX/ -- During a jaw-dropping presentation at Portland Fashion Week last week, sustainable lifestyle apparel brand Earthtec unveiled its provocative collaboration with Seth Aaron Henderson, season 7 winner of "Project Runway." The completely sustainable collaboration was inspired by Earthtec and Seth Aaron's mutual philosophies of creating "clothing with a conscience." (Photo: <http://photos.prnewswire.com/prnh/20111014/NE86691>) "Portland is the convergence of style and sustainability, so it was the perfect backdrop to unveil our collaboration with Seth Aaron," said Dennis Randall, CEO and founder of Earthtec.

Seth Aaron's designs artistically embraced Earthtec's sustainable textiles to make a statement that sustainability is fashionable. "The night marked a turning point in the fashion industry," said Henderson. "I was able to prove that sustainability is sexy." Deeply rooted in social responsibility, together Earthtec and Seth Aaron will create 100 percent sustainable, fashion-forward, ready-to-wear clothing that will be available to consumers through major national retailers starting next fall. Using Earthtec's sustainable textiles and Seth Aaron's design, the partnership bridges sustainability and fashion to make an exciting statement that sustainability is fashionable.

"I am thrilled to be working with Earthtec on the 'Seth Aaron Inspired by Earthtec' collection," Henderson said. "This apparel line, which will be sold in national retail stores next fall, will give people the opportunity to wear a difference without making any sacrifices in style or affordability." The Seth Aaron inspired by Earthtec collection was part of this year's Portland Fashion Week. The eco-friendly production showcased the highest number of sustainable labels of any fashion week in the country, alongside independent and fair-trade high-fashion designers.

About EARTHTEC (earthtec.com) EARTHTEC makes sustainable lifestyle apparel from cutting-edge recycled and renewable fabrics like recycled PET (plastic water bottles), organic cotton, and natural wool. Experienced in the garment industry and passionate about the environment, the EARTHTEC team combines emerging textiles, fresh designs, and smart manufacturing techniques to create innovative sustainable clothing and accessories. When people wear EARTHTEC, they can be proud of their contribution to a greener, more sustainable world.

About SETH AARON (sethaarondesigns.com) Seth Aaron Henderson, the winner of season 7 of Lifetime's hit reality show "Project Runway," is a rising fashion-design star. A self-taught designer with a unique point of view, personality and panache, his creations bring innovation and a modern perspective to classic silhouettes. Since his "Project Runway" triumph in April 2010, Seth Aaron has launched a high-fashion line of iPad covers with Maroo (maroo.com/sethaaron); served as the head casting judge for season 9 of "Project Runway;" provided television commentary for Lifetime, E! and the Style Network; been featured in and blogged for fashion magazine Marie Claire; been voted MyTV's Best Male Reality Star 2010; and made celebrity appearances nationwide. Seth Aaron's latest venture is a full-time collaboration with sustainable lifestyle apparel maker Earthtec. The Seth Aaron Inspired by Earthtec line of 100 percent sustainable, fashion-forward ready-to-wear clothing will be available in national retail stores beginning in fall 2012.

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