



# Organic Fashion Gets Intimate - Women's Lingerie Gets a Green Makeover

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*Eco-fashion is finally venturing into the world of organic intimates. Women can now get enticing intimates made from eco-friendly organic cotton, bamboo and soy fabrics. FaeriesDance.com is pulling together bras, panties, camisoles and nighties from a number of environmentally-oriented designers to offer an extensive line of organic intimates all in one place.*

PR9.NET September 30, 2007 - Los Angeles, CA – You can barely go shopping these days without tripping over a t-shirt made from organically grown cotton, and bumping into the environmentally-friendly department. But have you checked your underwear lately? Eco-fashion is finally venturing into the world of organic intimates. The new styles are going beyond the white briefs your grandmother wore into the realm of lovely "green" lingerie.

Bras, camisoles and panties are now being offered in organic cotton, bamboo and soy fabrics. Organic cotton is a great choice for lingerie, because who wants their panties full of pesticides and chemicals?! Other eco-textiles are also being introduced into intimates to get that same beauty, softness and variety that can make a woman feel wonderful all day long. Bamboo is actually a member of the grass family, and is the world's fastest growing plant. Bamboo textiles are surprisingly soft and sensual. Bamboo is more supple and lighter weight than cotton, making it ideally suited for intimates. Soy fabrics, jokingly referred to as Tofu clothes, are created from the fibrous casing of the soy bean during Tofu manufacturing. The fabric is unexpectedly pleasant (definitely better than the Tofu it came from!) with a clingy stretch to it that it also makes it a fun and exotic choice for undergarments.

A number of fashion designers are picking one specialty and starting out with a small line of lingerie to see how the market will react. One online retailer, FaeriesDance.com, is pulling together the bits and pieces to provide an enticing shopping experience for "light green" shoppers and devout tree-huggers alike. "Organic intimates are just getting started. We're finding lovely items here and there, but few manufacturers have taken the plunge to really offer a whole range of styles, so we're putting it together ourselves." says FaeriesDance.com's owner, Adrienne Catone. FaeriesDance.com is currently working with 9 different manufacturers across 3 countries and is expecting even more new lines for the holidays. Their first soy pieces, panties and camisoles with ruffles, will arrive in January.

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## About FaeriesDance.com

Faerie's Dance is an earth-friendly clothing e-tailer. We offer tasteful fashions from organic cotton, hemp, tencel, bamboo and soy fabrics created using low-impact dyes. Sustainably-crafted, fair-trade jewelry options can also be found to compliment your eco wardrobe.

We follow earth-centered business practices including using only 100% post-consumer recycled paper, reusing packaging materials and donating a portion of our gross income to environmental charities.

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