



Sela Clothing Teams Up with LineAtSano.com to Host "Get Green and JamZ" Charity Event

Mission Viejo, CA, August 23, 2008 --(PR.com)-- Sela clothing, a new women's brand sprouting out of Orange County, has joined forces with local website, LineAtSano.com, to host a green awareness charity event Thursday August 28th beginning at 7pm at OC Tavern located in San Clemente.

The "Get Green and JamZ" event welcomes all to spread awareness for non-profit organization San Clemente Green and Surfrider's "Save Trestles" campaign through fashion, music and education. Sela will be showcasing their Fall 08 Collection with the introduction of their new men's line, while celebrating San Clemente Green's first year anniversary. Local band Frame of Mind and San Diego's Vokab Kompany will be performing live along with vinyl spinning DJ Marco Nova.

Sela clothing, selawear.com, launched this past March and is gaining traction in surf and boutique retailers from Oceanside up through Corona Del Mar. Sela specializes in mixed-media apparel with an emphasis on eco-friendly fabrics, trims and packaging. "It is very important to recycle and conserve in all parts of our lives and why not translate this through fashion. We use unpredictable design and trims that bring our styles to life- full of fun, spunk and inspiration, while remaining as green as possible," say Sela's creators Lauren Farnham and Sydney Hensler.

Partners in crime LineAtSano.com and AOSA, aosaimage.com, have become an integral part of the growing green movement. LineAtSano.com has grown as the website for surfers to check the wait time, surf conditions and weather for the famous San Onofre Surf Beach, currently receiving over 19,000 hits a month. AOSA, located in Huntington Beach, is an innovative print and design company with creative inspirations in fabrication and other numerous forms of materials, emphasizing on recycled and natural processes.

The collaboration of this group is only the beginning to future change and environmentally sound awareness through avenues of fashion and innovative design concepts.

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