



Spring Fashion Forecast Calls for Green

A New Breed of Organic Clothing Companies like Jonano offer hip eco chic ensembles that are both ethical and ultra trendy.

Pittsburgh, PA, November 21, 2006 --(PR.com)-- If Ikea offered clothing it would look like Jonano's new line. Jonano displays its Scandinavian roots in a collection of streamlined multifunctional basics that come together beautifully in natural fabrics like cashmere-soft bamboo, organic cotton, hemp linen and recycled polyester.

Jonano offers its signature ecoKashmere collection that rocks this season. Many pieces can be worn in a variety of ways. Their bandeau dress comes in three great colors and can be tied as a halter, a tube, a skirt or use your imagination. Everything is mix and match, offering modern wardrobe staples that you will reach for time and time again. An addition of Lycra creates curve-hugging silhouettes, and the entire Jonano collection has been designed with an attention to detail with colors inspired by the earth's elements.

Layering is encouraged. A multitude of combinations can be drawn from the core collection and pieces can be worn in various ways to create many wardrobe ensembles. So simple, so streamlined.

The texture and colors of nature's own palette offer up a never ending source of inspiration to Jonano designer Bonnie Siefers and this season the colors of Mandarin, Indigo, Avocado and Buff are threaded throughout the collection. Textures of soft woven organic cottons, crisp structured hemp linens and waffled soft bamboo come alive in earthy greens, deep salty blues and early morning grays. A great collection of sustainable basics that come together beautifully.

Jonano is available online at <http://www.jonano.com>. Wear your values as you uplift the senses in rich organic and natural fibers that harmonize with the healing environment you nourish. This brand is available retail for home or wholesale to spas and resorts.

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