



Forever Green – Autumn 2007 Eco Chic Collections by Jonäno

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New York, NY, September 10, 2007 --(PR.com)-- Jonäno debuted its Live Well Collection on the runway at WWD MAGIC APPAREL just as summer is coming to a close and fall marks new seasons and changes for the growing sustainable style culture.

“It’s about the way we live; about dressing in clothes designed in nature’s own materials and colors and wearing them until they’re totally worn out,” says Bonnie Siefers, Jonäno’s own head designer and managing director... “It’s about selecting quality natural organic materials and creating garments that become wardrobe favorites.”

Jonäno’s Live Well Collection, offers inspired designs in a more muted palette. The result is a poetic dance of texture and accents that coordinate well in any wardrobe. “Scandinavian streamlined design has always inspired me and lain at the heart of my creativity,” says Bonnie, “This collection reflects a mélange of the Brazilian jungles with the Swedish fjords.”

Turn-of-the-century inspired lace and embroidery was found near the Brazilian beach town of Paraíba, where song and dance is always nearby. Here inspirations for the Live Well Collection were born and nurtured. Live Well is just as suitable for strolling beaches by the Brazilian Riviera as it is for dancing Samba all night long.

Shown here, the Rio Dress is both elegant and casual offering a green alternative for prom, the symphony or even an eco wedding. The Siesta Dress, detailed with hand embroidered turn of the century labyrinth technique hit MAGIC’s runway in sustainable style; this halter style dress shows off colorgreens at their best in two toned colorblock.

Sizes to suit everyone

Coming next season Jonäno will introduce clothes for women of all ages, shapes and sizes. “We’ve listened to your requests, and for spring/summer 2008 we are creating a group of garments in sizes that go up to XXL,” said Bonnie. “From fabulous jackets and tops to flowing skirts and pants all detailed with contrast stitching and an airy flutter to the hem, created in our own signature softly draping ecoKashmere bamboo fabrics.”

Industry buyers can preview Jonäno’s newest collection at Nouveau Collective’s cruelty free section, Mondo Bello, September 16th - 18th at the New Yorker Hotel, New York, NY with late night shopping available on Monday evening. For more details please contact Jonäno at sale@jonano.com.

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