



Chic & Green Fashion in Boston: Down2Earth and Polina Fashion Make Eco-Friendly Fashion-Friendly

On March 28th and 29th, Polina Fashion will be coordinating fashion shows for Down2Earth, the sustainable living expo at Hynes Convention Center. International labels and local Boston boutiques will be showing the latest environmentally friendly fashions.

Boston, MA, March 25, 2008 --(PR.com)-- On March 28th and 29th, Polina Fashion LLC, a critically acclaimed national fashion production company, will be coordinating fashion shows for Down2Earth, the sustainable living expo, at the Hynes Convention Center in Boston. Major eco-friendly labels including Covet, Del Forte Jeans and Ibex, to name a few, as well as local Boston eco-chic boutiques including Envi and The Hempest, will be showing their latest environmentally friendly fashions. Top fashion models will be wearing their collections on the runway in a never-before seen fashion show in Boston. This event is a must-see for people interested in fashion as well as those interested in maintaining a healthy environment alike.

Contrary to many people's misconceptions, eco-friendly does not mean fashion-unfriendly. Major department stores and boutiques internationally are beginning to understand the importance of sustainability and are carrying eco-friendly lines. Designers that previously did not make clothing out of sustainable fibers are now turning to organic cotton, silk, bamboo and wool and incorporating it into their collections. As will be seen from the clothing on the runway at Down2Earth, eco-friendly designers cater to people who believe in the importance of dressing beautifully and fashionably while taking care of the environment that we live in.

Down2Earth is a sustainable living expo which will debut at the Hynes Convention Center March 28-30th. The purpose of the event is for consumers to be able to explore "a more sustainable lifestyle that combines style and innovation, D2E will provide options for ethical consumers who want to align their dollars with effective environmental change." Types of exhibitors at the event will include fashion, home, technology, food, beverage, transportation, energy, travel, among many others. For more information please visit the D2E website, <http://www.d2eboston.com>.

Polina Fashion LLC is an emerging fashion production company known for its themed productions which create a memorable environment for the viewers adding value to their clients. It was founded by fashion model, Polina Raygorodskaya, while she was a student at Babson College. While modeling, Polina graced the covers of magazines, ad campaigns and runways for some of the world's best designers. She was named among the Top 25 Entrepreneurs under 25 by BusinessWeek Magazine in 2007 and interviewed on FOX for her themed productions. Aside from fashion shows, Polina Fashion also specializes in events, photo-shoot production, casting, public relations and marketing strategy consulting.

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