

Organic Clothing Line Joins Forces with EcoEndure™

When promoting their environmentally friendly clothing line, California Rising searched for a way to use tags on their clothing that were as equally good for the environment as their organic apparel. They found what they were looking for at UniKeep™ with its line of eco-friendly products, EcoEndure™.

California Rising is a high-end boutique that makes premium organic, casual clothing. They wanted clothing tags that were environmentally safe and recyclable, which would demonstrate their passion for the cause.

Their first project was a hangtag for their women's organic clothing line, which would be displayed at an upcoming fashion show. It needed to be designed to hang off of a chain and hold a promotional medallion. "We created a hangtag which will appear in boutiques and major department stores nationally, and also throughout Japan and Europe," said Joshua Fischer, owner, California Rising.

The hangtags were manufactured using biodegradable-polypropylene and contained their artwork, logo and a positive message. "We love the product—it's great for the environment and a great way to make a hang tag for the collection," said Joshua and Jules Fischer, owners. "Our company is dedicated to conserving the environment, and Univenture is a partner in that cause."

California Rising, created by Joshua Fischer and Philip Sitbon, is a proactive menswear line that is passionate about the planet, deeply concerned with the



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Customer Solution

state of the world and fueled by the power of freedom. Their collection of conscious clothing is all about the experience—destined to make an impact in the fashion world. With their intensity for life intricately woven into every garment, the end product is an inspirational label with an incredible fit. They believe in giving back to the planet and helping those less fortunate in the world in whatever way possible. A portion of their profit supports causes all over the world.

About EcoEndure™

The EcoEndure™ line offers a variety of products made from eco-friendly materials such as sustainable and renewable plant-based PLA (polylactic acid) film, as well as recyclable and compostable biodegradable-polypropylene. Univenture, along with all of its brands, has long been responding to the world's concerns about the environment with environmentally friendly packaging and products, allowing our customers to make the most responsible choices.