



PRESS RELEASE

JULIEAPPLE LAUNCHES NEW COLLECTION FEATURING ECO-FRIENDLY AIRDYE® TECHNOLOGY

New York, NY – Julianne Applegate, known worldwide for her design work at LeSportsac, has launched an exciting new collection of bags using AirDye® technology.

AirDye is a new sustainable alternative to traditional dyeing and decorating processes. AirDye technology doesn't pollute or use water and helps keep the air clean. It uses 50% to 80% less energy than traditional dyeing. It also provides style without sacrifice. Brilliant colors and two-sided prints, with a different print on each side, are all possible with AirDye.

Applegate's new company, JulieApple™, is taking full advantage of the technology in a line of minibags, handbags, tote bags, travel bags and specialty bags. The bags, which retail from \$36 to \$198, come in delicious colors and fun prints, including Eurofitti, a "happy graffiti" featuring -- surprise! -- sheep and squirrels. See it, and mix and match all the fabrics and bag styles, at www.julieapplestore.com. Another environmental advantage: the bags use Repreve, a yarn from 100% recycled materials.

JulieApple bags are available for wholesale orders. If your store is interested in carrying the line, call 212.252.5523 or email sales@julieapple.com. Individuals may also order bags for shipping in November at www.julieapplestore.com.

"My world is full of inspiration for prints," Applegate says. "AirDye lets me pull all of the colors that world together in a way that protects the Earth's precious resources."

Julianne Applegate's products have been sold in The U.S., Europe, Asia, South America, Mexico, and Canada, and featured at Colette, Paris and Takashimaya, Tokyo, and on the RTW runway. Applegate has designed collaborative collections for Diane Von Furstenberg, Jonathan Adler, Stella McCartney, Gwen Stefani, and many others. She is former Vice President of Design for LeSportsac, where she designed more than a thousand unique print designs for the line. Applegate has painstakingly crafted every detail of the JulieApple collection, building on her experience to create a collection of world-class and earth-conscious designs.

About AirDye

AirDye (www.airdye.com) uses 95% less water to create prints, and up to 88% less water to create solid colors, compared to typical textile industry water consumption. Current users of AirDye include Hunter Douglas and Stacy Garcia. If you'd like to learn more about creating greener products with AirDye, call 888 - U AirDye (888-824-7393).

A detailed environmental report on the effects of AirDye, conducted by research firm FiveWinds International, can be viewed at http://www.airdye.com/downloads/AirDyeEnvProfile_0409.pdf. AirDye® is a registered trademark of Colorep®, Inc. See www.colorep.com for more details. #