



## Press Release

11.09 | NY FASHION WEEK



COSTELLO  
TAGLIAPIETRA

**COSTELLO TAGLIAPIETRA INVITES YOU TO MEET AIRDYE®.**

On Sept 11, 2009, fast-rising fashion stars Costello Tagliapietra will debut AirDye®, a revolutionary new way to dye and print fabric *without using water.*

“In the past, making clothes that are eco-friendly and green has meant sacrificing some of their beauty. We use AirDye because it’s a truly sustainable method of print and dyeing — and it’s beautiful. Color is important to us. With this process, we get amazing shades that you can’t achieve with standard printing, a tonal quality that almost looks like a watercolor.”  
— Robert Tagliapietra and Jeffrey Costello

Each guest of the show will receive a limited edition “Costello Tagliapietra for AirDye” tote made from one of the signature prints from the collection.

When the Costello Tagliapietra S / S 2010 collection hits stores, it will be the first to bear the AirDye hangtag.

### WHY AIRDYE?

The textile industry is the third largest consumer and polluter of the world’s water. The World Bank estimates that 17 to 20 percent of industrial pollution comes from textile coloring and treatment. 72 of the toxic chemicals in our water come solely from textile dyeing — 30 of these cannot be removed, despite purification processes.

AirDye technology prints and dyes without consuming water or emitting pollutants. Brilliant shades, beautiful prints. No harm done.

For more information, please contact:

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Sketch by Costello Tagliapietra  
Spring / Summer 2010

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