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SUNDANCE FILM FESTIVAL TO FEATURE ORGANIC FABRICS FROM SEATTLE-BASED O ECOTEXTILES

Seattle, Jan. 11, 2008—During the annual Sundance Film Festival in Utah, industry VIPs will have the opportunity to warm up and recharge in a “retreat” replete with eco-friendly products, such as luxurious fabrics from Seattle-based O Ecotextiles.

“We’re thrilled to have the opportunity to show off our fabrics—which are created with organic or sustainable processes from the field to the home—to a broad audience at the Sundance Festival,” says Patty Grossman, CEO of O Ecotextiles. “We’re convinced that this movie-loving crowd will be captivated by the benefits and beauty of our textiles.”

In the ‘Pure & Natural’ retreat, four samples of O Ecotextiles products will be on view: a tan/gold floppy linen; a citron/green organic cotton-bamboo blend; a pale, chenille-type fabric; and, suspended from the ceiling as a backdrop and window-drape, a pale pink floppy linen.

O Ecotextiles was established in 2004 by two sisters in Seattle—Leigh Anne Van Dusen and Patty Grossman—who saw the need for sophisticated, stylish fabrics using organic or sustainable methods. Their mission was to use modern technology to turn rare and revered old-world fibers into new and appealing high-end fabrics.

After a worldwide search for manufacturing partners interested in creating no-impact, perfectly safe, incredibly luxurious fabrics, Van Dusen and Grossman located Romanian farmers who dew- or field-ret hemp stalks; a Japanese mill owner committed to “green” processes, even new methods such as using ozone to bleach fabric; a 100-year-old Italian mill that produces no wastewater; a Chilean mill shifting to entirely green processes; an Italian dye house that produces biodegradable, heavy-metal free textiles; and more. The resulting fabrics are sophisticated, stylish and “green.”

O Ecotextiles are marketed through showrooms in Charlotte, NC; Chicago; London; San Francisco; and Seattle.