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**GET CHIC AT THE 2009 BETTER LIVING SHOW WITH SUSTAINABLE FASHION WAREHOUSE
SALE AND ECO-FASHION SHOWS AND DEMONSTRATIONS**

***Attendees Can Expect Between 40-70% Discounts on the Hottest Green Fashions, See Models
“Getting Runway-Ready” for the Daily Eco-Fashion Shows***

Portland, Ore. – March 10, 2009 – The producers of the second annual [Energy Trust Better Living Show](#) are pleased to feature a sustainable-fashion warehouse sale, as well as three eco-fashion shows and “Getting Runway-Ready” beauty demonstrations throughout the show.

The warehouse sale, hosted by famed Portland eco-boutique [Greenloop](#), will take place during regular show hours Friday, March 27 through Sunday, March 29, 2009, at the Portland Expo Center.

The Greenloop warehouse sale will feature the boutique’s eclectic range of casual-chic basics and cutting-edge statement pieces from big-name eco-designers like Loomstate, Edun, Linda Loudermilk, Ecoskin, Pi Organic, Sublet Clothing, Vy & Elle, Livity and Simple shoes, as well as local faves like Anna Cohen, Emily Katz and Sameunderneath, among others. These labels specialize in apparel and accessories made ethically, with out sweat shop labor, and using sustainable textiles such as organic cotton, hemp, bamboo, modal, tencel, recycled materials and more.

The best part about the sale? Shoppers can expect to **save between 40% and 70% or more** on featured products.

Why Buy Green?

“Choosing sustainable fashion is the right choice during these challenging economic times,” said Aysia Wright, sustainable style expert and founder of Greenloop, one of the nation’s first fashion retailers to place equal emphasis on ethics and style.

“Sustainably made clothing is designed to endure time and create beautiful, classic looks that will last for *many* seasons as opposed to trendier pieces shoppers are likely to find in many boutiques and department stores. Plus, buying from these smaller, eco-friendly producers allows these businesses to thrive,” said Wright.

Spring Fashion Trends

“We’re going to see less-flashy, more sensible pieces that are still on-trend, but definitely more classic in terms of a look,” said Wright. “We’re calling it ‘slow-fashion.’”

Eco-Fashion in Action

For those who are *still* not convinced wearing green can be chic, they can check out one of The Better Living Show’s eco-fashion shows, hosted by SEMPER Fashion.

SEMPER Fashion will be organizing three 20-minute fashion shows to take place toward the end of each day of The Better Living Show (Friday, Saturday and Sunday). During the day, attendees can see the models “Getting Runway-Ready” as the eco-beauties prep for the eco-fashion shows with earth-friendly makeup and hair care products.

“This is the perfect chance to experience eco-fashion and beauty in the flesh,” said SEMPER Fashion’s Tod Foulk, a principal of Portland Fashion Week also known for his productions “Fashion Palooza” and the “Rock the Runway” series. “Our eco-fashion shows and beauty demonstrations will prove you can look gorgeous while taking care of our environment.”

The shows will feature spring looks from a range of local, sustainable designers such as Art Institute of Portland student Nikaya Bonafacio of Bonafacio Couture, Vancouver resident Sarabeth Chambers of Safrona, Lake Oswego-based Cindy Taylor of Bon Lou and Lizzie Parker of Seattle. The fashion shows will also feature looks from nationally known lines such as [Edun](#) (founded by U2’s Bono) and Peligrosa.

About The Energy Trust Better Living Home, Garden & Lifestyle Show

Free and open to the public, The Energy Trust Better Living Show, the Northwest’s largest sustainable lifestyle show, takes place Friday, March 27 from noon – 9 p.m.; Saturday, March 28 from 11 a.m. – 9 p.m.; and Sunday, March 29 from 11 a.m. – 5 p.m. at the Portland Expo Center. The Better Living Show is designed to empower attendees to become more thoughtful consumers and lessen their impact on the environment by learning about sustainable, healthy and practical lifestyle products and services. For more information, visit www.betterlivingshow.org.

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