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Lucy Helps the Planet with Style

Company weaves soy and bamboo-based fabrics into active lifestyle and sustainable apparel that goes beyond basic expectations

PORTLAND, Ore. – April 3, 2007 – Today, more and more people are looking to take care of the planet we all share. They are acknowledging changes in the environment and they are responding to them with proof of the hybrid cars waiting lists and increase in organic food selections. And Lucy, an innovative, Portland, Ore.-based lifestyle apparel company, is right there with them, albeit with one small adjustment. Lucy believes that you can make a difference, and you can do it with style.

Lucy announced today the launch and availability of new apparel made with environmentally-sensitive materials. Better yet, the company has designed its new line of clothing without sacrificing style or comfort. Now women can feel good about helping the planet and look good at the same time.

“At Lucy, we believe that we must mirror the values of our customers and with our environmentally friendly products we are doing just that,” said Mike Edwards, CEO of Lucy. “The Lucy customer cares about her style, comfort, health and responsibility to the planet. So do we. We are providing stylish apparel that are earth friendly, without the customer feeling like she is wearing a gunny sack and sacrificing style for the betterment of the environment. It’s now much easier to go green with style.”

Lucy is currently using fabrics containing soy and bamboo fibers in several clothing products. Both soy and bamboo are easier to grow, and require fewer natural resources to produce, than traditional clothing materials. Both soy and bamboo can be spun into a fabric as soft, durable and comfortable as any natural fibers.

Additionally, Lucy is creating clothing from recycled fabrics, re woven from the cuts and trimmings left over from making tees that would otherwise be thrown away. This material is made into a cotton yarn with all the strength, flexibility and comfort of standard cotton. Lucy will introduce a hoodie made of fully-recycled cotton in the fall.

The products Lucy has made from these materials reflect the company’s usual panache and dedication to a comfortable lifestyle.

The soy jersey hoodie has a light-as-a-feather feel and is ideal for wearing to and from the gym or with jeans on the weekend. Available for only \$50 in blood orange and incense, the soy jersey hoodie is a great layering piece to wear over your tanks after a morning run or under a jacket when heading to lunch with friends.



lucy is known for unique, witty graphic design tees. The company has created a special Peace Tee in honor of Earth Day on April 22. Made of organic cotton, the eco-friendly tee has a blue and green circular design on the front representing earth with “peace” written on the front and “healthy world, healthy life” on the back. The company hopes the shirt is a vehicle to help woman make a statement about their commitment to the environment.



lucy has joined forces with clothing manufacturer Bija to design several bamboo fabric pieces, including a tank, hoodie and tee. Bamboo fibers tend to be one to two degrees cooler than other fabrics, making them ideal for warm weather. In addition, lucy will introduce several pieces made from bamboo charcoal, including the balance legging and Tonga skirt, in early spring.

“My hope is that women will come in and try on these new outfits,” said Edwards. “I think they are going to love how they look and feel.”

lucy has backed these innovative clothing designs with environmental sensitivity on the corporate level. The company has made a pledge to use 25 percent recycled and 50 percent post consumer paper for their monthly customer mailings. By using this type of paper, lucy is saving trees, preventing over 40 pounds of water-borne waste from being created, saving 6,021 gallons wastewater flow, preventing 600 pounds of solid waste from being generated, and preventing 1,312 pounds of net greenhouse gases and 10,040,625 BTUs energy from being released into the atmosphere.

For more information about lucy’s clothing and their sustainable fabrics, please visit www.lucy.com

About lucy

lucy is a Portland, Ore.-based lifestyle apparel company for women who value fit, style and performance. lucy isn’t a specific person – she lives in all of us as we attempt to live a healthy, balanced life. Life is not only about being at the gym or yoga studio; it’s about the everyday routine of multi-tasking errands, activities with family and friends, and taking care of yourself from the inside out. An expert in active ways of life, lucy listens carefully to the needs of women and creates apparel with on-the-go performance and versatility, as well as a healthy dose of style and color. With its own lucy label and exclusive designs from other designers and brands, lucy stands apart and inspires confidence in those who wear the products and visit the stores.

lucy is a privately-held company with investors including Chico’s FAS, Inc. (NYSE: CHS) and venture capital firms Lone Pine Capital, Maveron LLC, Oak Investment Partners and Sutter Hill Ventures.

The company operates 43 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Minnesota, Oregon, Texas, Virginia, and Washington, and online at www.lucy.com.