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It's Easy Being Green with *lucy*®

lucy® brand launches new sustainable styles that feel as good as they look

PORTLAND, Ore. – April 3rd, 2008 –*lucy* activewear is celebrating Earth Day 2008 with luxurious new additions to their sustainable style collection. The *lucy*® brand offers sustainable style choices year-round for the active woman who is environmentally conscious. The newest *lucy*® sustainable style launches include the Soy Jersey Short Sleeve Hoodie, Relaxation tee and Chi Capri, made with bamboo fiber, and the biodegradable Ohm Yoga Mat.

Feels good on your body, feels good for the earth

The *lucy*® sustainable style collection features fabrics containing soy and bamboo fibers. Both soy and bamboo are easier to grow, and require fewer natural resources to produce than traditional clothing materials. In addition, soy and bamboo can be spun into a fabric as soft, durable and comfortable as any natural fibers. *lucy*® clothing is also made with incredible care & quality so that it can be worn again and again.

"Listening to our customers and adapting to their needs has always been an integral part of *lucy*'s success," said Michelle Lantow, President of *lucy* activewear. "*lucy*® customers are passionate about the environment, and we are, too. This Spring we are proud to offer our customers new sustainable apparel options that go easy on the earth."

Soy Jersey Short Sleeve Hoodie

An environmentally conscious fashion choice, the Soy Jersey Short Sleeve Hoodie is the perfect piece to layer over a cami or tank for everyday style. The heathered appearance adds to the casually chic look of this hoodie, while the soft soy fabric drapes beautifully.

Available in magenta, blush, antique white, and beetle green

Sizes: xs, s, m, l, xl

Price: \$50.00

Relaxation Tee

Rev up or take it easy in the Relaxation Tee, a soft, relaxed, scooped neck, short sleeve top that looks great while working out or lounging. The lightweight, sustainable slub bamboo fabric is great for yoga and other lower-impact moving and stretching.

Available in magenta ginko print, iron ginko print, blue glass, and antique white

Sizes: xs, s, m, l, xl

Price: \$38.00-\$42.00

Chi Capri

The Chi Capri features a roll waist that adjusts to any rise and provides perfect coverage for any yoga pose. Made with an ultra-soft bamboo blend, this Capri stays in place during workouts with a sleek fit that skims the body for a flattering silhouette.

Available in caper, fudge, and black

Sizes: xs, s, m, l, xl

Price: \$58.00