



For Immediate Release

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Wildlife Works Launches “Catwalk On The Wild Side”

Eco-Chic Fashion Show for World Environment Day 2005 Brought Together Celebrities & Dignitaries at Glamorous Closing Party

SAN FRANCISCO, CA (June 4, 2005) — Eco-chic fashion made its runway debut in San Francisco on Saturday night, June 4, 2005 at Wildlife Works’ *Catwalk On The Wild Side*, the splashy eco-chic fashion show and closing party for United Nations’ World Environment Day 2005.

Arriving via green carpet, a dazzling high-energy crowd of over 1,200 A-List guests celebrated a new era of eco-fashion and conscious commerce. Equal parts wildly glamorous night out and important environmental watershed, the evening was described by participants as hip, sexy, fun, educational and inspirational.

Sizzling hot runway fashions were worn by a host of beautiful professional models generously donated by Look Model Agency, with hair and makeup artistry by Aveda. Powered by DJ Donovan’s world-fused beats, the show was produced by eco-fashion pioneer Wildlife Works and styled by Joyce Hu of RawSilkSF.

Celebrities on the Catwalk included the Bachelorette’s Trista Sutter, World Longboard Surfing Champion Daize Shayne, and Tommy Hilfiger Model and MTV “It” Boy Sam Sarpong. Actress Rosario Dawson brought the house down by closing the show in an original Luxury Eco creation by Linda Loudermilk. Looking gorgeous in black sustainable silk charmeuse and vintage beaded lace, Rosario strutted and posed in the spirit of her up-and-coming film *Rent*.

Sitting in the front row were star-studded attendees such as Al Gore, Oakland Mayor Jerry Brown, Google Co-Founder Sergey Brin, Sex & The City star Jason Lewis, mayors from the world’s largest cities, U.N. Environment Programme representatives, Bachelorette’s Ryan Sutter, and San Francisco Chronicle EVP & Editor Phil Bronstein.

The party was a benefit for Global Green and grassroots wildlife conservation charities, including projects organized by Wildlife Works in Africa. Event co-chairs were Wildlife Works’ Founder & CEO Mike Korchinsky and local eco-chic supporter Nadine Weil.

Revelers were treated to exotic cocktails from Carpe Diem; Ceago organic wine; Ethos Water; eco-pampering stations from Kamalaspas and Therapeia; and gourmet appetizers from Zuppa, Chouquet's and Butterfly. In an innovative eco-twist, the show was solar-powered courtesy of Renewable Ventures' donation of Tradable Renewable Certificates. Many partners lent their gracious support including Rodale, Organic Style magazine, IMG Home, Pacific Union, Splendor, Juice Beauty, Organic Portraits, and Delicious Karma.

Proving that green is the new black, famous and rising star designers delighted the crowd with couture and ready-to-wear collections. Highlights included Bono's new Edun line, Luxury Eco by Linda Loudermilk, ultra-hip Loomstate 100% organic cotton jeans from Rogan Gregory, Deborah Lindquist's reincarnated cashmere sweaters, Dosa by Christina Kim, Wildlife Works, Amazonlife from Brazil, and Ashley Page swimwear. Nike, Prana and Patagonia showed off their latest eco-collections, and New York model activist Summer Rayne Oakes wowed the crowd in a Carasan eco-gown. The event marked the launch of Wildlife Works' newest creation "The Little Green Dress", a hemp/silk reinvention of the classic little black dress.

Catwalk On The Wild Side demonstrated how designers are infusing collections with high-end eco-friendly fabrics, such as 100% organic cotton, soy and bamboo silk, organic wool, TreeTap sustainable rubber from the Amazon rainforest, Tencel, and repurposed vintage materials. The use of fair trade and anti-sweatshop factories is also accelerating. Famous local San Francisco designer Margaret O'Leary debuted two sumptuous hemp and bamboo silk outfits and plans to incorporate eco-fabrics into future collections.

According to Wildlife Works Founder & CEO Mike Korchinsky, "Wildlife Works has been producing chic, sustainable fashion since 1997. Over the last eight years, we have seen tremendous growth in socially just and environmentally sustainable clothing, from a few enterprising companies to a vibrant and passionate movement capable of providing eco-fashion that covers the spectrum from Haute Couture to High Street." Catwalk On The Wild Side highlighted the breadth and depth of that movement and showed that sustainable fashion is available to support any lifestyle choice.

Co-Chair Nadine Weil added, "Consumers with a green conscience now have chic options. They can show up to a party in hybrid electric cars, wearing luxurious bamboo silk tops and hip organic cotton jeans. Green is not a fad. It is the new modern way of life. What you saw on the runway is the tip of the eco-chic iceberg. The planet needs our help now. The good news is that people no longer have to sacrifice style, taste and performance to make a difference."

About Wildlife Works

Wildlife Works uses the power of fashion to save wild animals in wild places. Founded in 1997, Wildlife Works is an innovative company based in Sausalito, CA dedicated to Consumer Powered Conservation™. Wildlife Works produces high-quality, organic cotton contemporary women's sportswear inspired by endangered species and their habitats. Sales support their 100,000-acre Rukinga Wildlife Sanctuary and Eco-Factory in Africa, which employs local people and saves animals from poaching. Thanks to Wildlife Works, elephants, cheetahs and 44 other large mammal species now roam freely. Locals have an alternative to poaching and benefit from new jobs and schools by sharing their land with wild animals. More information is available at www.wildlifeworks.com

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