

FOR IMMEDIATE RELEASE



TO KICK OFF LA'S SPRING 2009 FASHION WEEK
GEN ART AND SOYJOY PRESENT *FASHIONABLY NATURAL*
HOSTED BY MAGGIE GYLLENHAAL

AN EXCLUSIVE PREVIEW OF LA'S BEST EMERGING TALENT IN ALL-NATURAL ECO-FRIENDLY FASHION

Los Angeles (September 25, 2008) --- On **Thursday, October 9th**, Gen Art and SOYJOY are proud to present ***Fashionably Natural*** - an exclusive runway show featuring Los Angeles' largest collection of eco-fashion designers - which will launch LA's Spring '09 Fashion Week. The show will feature four of LA's top emerging designers; **Brigid Catiis, Popomomo, The Battalion, and Velvet Leaf** who work exclusively in all-natural and environmentally responsible textiles. United in their goal to support emerging designers, SOYJOY is partnering with non-profit organization Gen Art to produce the event. All four designers showcased are on the cutting edge of sustainable, environmentally-responsible fashion and truly embody the optimistic, healthy, all-natural SOYJOY lifestyle. The event will be held at the Petersen Automotive Museum on Wilshire Blvd and will begin with a pre-reception at 7:00 p.m. followed by the runway show at 8:00 p.m., with an after-party from 9:00 p.m. - 11:00 p.m.

The host for the evening will be **Maggie Gyllenhaal** who, aside from being known as incredible actress is also regarded as a style icon who embraces an all-natural lifestyle and is particularly interested in supporting the growing trend of eco-friendly, natural fashion.

Gen Art's Vice President of Marketing Jen Egan stated "We are extremely excited to have SOYJOY as our lead partner and Maggie Gyllenhaal as our host. Their sophistication and credibility aligns with Gen Art and the expectations of our consumer audience. It is an important time for eco-fashion and we are excited to be showcasing the best in emerging talent in this field."

Gen Art and SOYJOY have assembled an outstanding group of fresh LA fashion talent to present their collections, each showing their all-natural designs for the first time on a runway during LA Fashion Week. The four designers chosen, **Brigid Catiis, Popomomo, The Battalion, and Velvet Leaf**, will each show a collection of 15 looks from their Spring 2009 season.

About the Designers:

Brigid Catiis

Brigid Catiis makes Eco-Chic simple. Bridging fashion and eco-friendliness together, the idea is to be part of a solution, and not the problem. Brigid Catiis pieces are made from reconstructed and recycled vintage fabrics. Every produced item is one of a kind- with its own energy, inspiration and story. Founded on the concept of "Doing Good," the clothing is environmentally responsible and sustainable.

Popomomo

Popomomo which stands for "post-post-modern-movement," is designed out of Lizz Wasserman's studio in Silver Lake, CA. Her inspiration is the antithesis of disposable design, to be sophisticated and sexy while still intellectually appealing. Popomomo aims for simplicity with unexpected details to create unique pieces. Popomomo features an eco-friendly collection of contemporary shapes in sustainable fabrics. Their distinct style blends subtle simplicity with delightfully unexpected details. The result: simple

drapery translated into bold and feminine shapes, beautifully conceptualized dresses and tunics with innovative cuts and patterns.

The Battalion

The Battalion line is created by stylish sisters Chrys and Linda Wong and they pride themselves on approachable fashion. The Battalion follows a simple line of logic: design edgy, avant-garde clothing that brings refinement and sophistication of style. The Battalion specializes in comfort knits and jerseys. At the hands of the designers, the soft, drapery fabrics that have generally been synonymous with basic t-shirts and baby doll dresses is now adapted for tailored jackets, form-fitting tops, and dresses worthy of every occasion. All organic fabrics are used, with an emphasis on bamboo, cotton blends, and cruelty-free silk.

Velvet Leaf

Velvet Leaf exudes secondhand chic, with firsthand design. The fashion forward line is edgy, classic and above all, supports the organic movement. Velvet Leaf interprets sixties bent clothing with a hand-crafted sophisticated feel. Soft fabrics, wide collars, and big bows feature prominently. As green becomes chic, Velvet Leaf remains a sustainable clothing company which uses nothing but 100% certified organic cotton.

About Gen Art:

With offices in New York, Chicago, Los Angeles, San Francisco, Miami and Chicago, Gen Art is the leading arts and entertainment organization dedicated to supporting the best emerging talent in film, fashion, art and music. Founded in 1993, the company reaches a devoted audience of 21-39 year old influencers and is a prominent and lasting force in the arts and entertainment arena. Gen Art's Fresh Faces in Fashion shows have proven a successful launch pad for now prominent names such as Zac Posen and Rebecca Taylor. Gen Art an award winning organization, recipient of the 2006 INSPIRATION AWARD at the LA Fashion Awards, a selection made by LA's top fashion journalists, retailers, designers and stylists! For more information about Gen Art, visit www.genart.org.

About SOYJOY:

SOYJOY is an all-natural, nutrient-rich snack made with whole soy and real fruit. It offers a home-baked taste and is made from whole soybeans, which deliver high-quality protein, carbohydrates, good fats and a number of vitamins and minerals important to a healthy lifestyle. SOYJOY is proud to support optimism and all forms of healthy expression For more information, please visit www.SOYJOY.com.