



reco® jeans:

WEAVING A NEW TALE ABOUT RECYCLED DENIM New Jeanswear Company With An Exclusive Recycled Fabric Set To Launch This July

New York, NY. June 2009 - What would have Woody Harrelson and Alanis Morissette want to invest in a denim line? Well, you can bet that it would need to be more than just hip design or a trendy tagline - it would need to be a company authentically committed to creating jeans that reduced waste and environmental impact.

It's a bonus for fashionistas that **reco® jeans** fresh new fits and washes are already having them coveted by the best and brightest in the music, film and fashion industries.

Reco® jeans is the first company in the industry to feature recycled denim in their entire line. Reco® jeans can also boast the highest percentage of recycled/reused material in their industry.

The truth is, most recycled denim products to date use only 1-3% recycled denim and use fresh cotton for the rest! There have been limitations in the industry because recycled denim fibers are weaker and jeans with higher percentages of recycled fiber were known to rip and wear much faster than all new denim jeans. Through a proprietary technique, reco® jeans has been able to create jeans with a high percentage of recycled fabric that last - because durability is an important part of sustainability.

Because of the curvy cut of jeans today, a typical denim factory could easily waste up to 10 tons of material a month. The designers and scientists for reco® jeans have been able to cut into that waste by nearly 60% as well as reducing the amount of fresh cotton needed for jeans. This important because less land needed for growing cotton means less land polluted by helicopters spraying pesticides.

Reco® is the only company to use an innovative new recycled fabric solely on all denim products. A fabric so unique it has been approved and certified by the Hong Kong Green Council. A fabric so interesting it is currently being studied by The Hong Kong Polytechnic University as an option to aid change for the environment and eliminate waste within the garment industry. Reco® jeans has exclusive rights to this fabric.

Fueled by a passion for the environment and creating new technologies to help the cause reco® jeans is now exploring incorporating Hemp, Bamboo and Organic Cotton.

Reco® jeans seeks to elevate the image of "eco-friendly" by offering a variety of designs, ranging from classic clean silhouettes to bold exotic accents and to educate and entice all types of people to want to aid change via reco®, recycled denim. For more information on reco® jeans, upcoming launch events, reco® 's fits and washes and the company's work with Woody Harrelson, call 212-768-8780 or visit www.recojeans.com.

