

PRESS RELEASE
Maegan Harvey
mharvey@sproutkidsclothing.com
www.sproutkidsclothing.com
Canada 416-301-3809
USA 310-717-3152

Sprout, debuts first line of bamboo sustainable children's clothing

Los Angeles/New York—Sprout, the first designer children's clothing company to use bamboo fabric, announces their first line. Sprout uses sustainable and organic fabrics without looking "granola". This season sprout is using a jersey fabric, made from 70% bamboo and 30% organic cotton, to create children's clothes sizes newborn to five years old.

"I wanted to create children's clothing that was sustainable, but without sacrificing quality or putting kids in burlap bags," says Sprout's founder Maegan Harvey. "When I discovered bamboo, that was it. It's the perfect fabric for children, and – I'm serious – this plant could save the world."

As a fabric, bamboo is extremely soft. It is frequently compared to cashmere and silk. Highly porous, bamboo is very breathable and twice as absorbent as cotton. Because of a natural agent called "bamboo kun", the fabric made from bamboo is anti-microbial and anti-fungal, even after numerous washings. It also acts as a natural sunblock, protecting against harmful UV rays.

For its ecological effect, bamboo is one of the fastest growing plants on the planet, reaching maturity in just 4 years, compared to 25-70 for trees. Some bamboo species can grow almost 4 feet in a single day. In addition, it absorbs nearly 5 times the amount of greenhouse gasses and produces 35% more oxygen than the same amount of trees. Unlike non-organic cotton, which relies heavily on chemicals, bamboo can be easily grown without fertilizers, insecticides or pesticides (it is actually a type of grass). Bamboo is 100% biodegradable.

"I thought the 70/30 blend with organic cotton was the perfect softness for children's clothing," says Maegan.

Sprout's debut line highlights bamboo – in the fabric and in the graphics. The color pallet uses both West Coast warm pastels of green, pink and blue and East Coast cool hues of chocolate brown, teal, orange and purple. The graphics represent the strength and versatility of the plant and the joy of children's play.

Sprout will continue to introduce new fabrics made from organic and sustainable resources, and will expand the line to include all the products little sprouts need.

Sprout also offers t-shirts in the same fabric for mom and dad. And, with the purchase of each "Stop Global Warming, Wear Bamboo" mommy or daddy t-shirt, Sprout donates \$1 to a climate change fund. Who said saving the world couldn't be cute?

Sprout is now available in the US and Canada. Please contact mharvey@sproutkidsclothing.com for more information.

#####