



FOR IMMEDIATE RELEASE

Media Contact:

Lorena Crowley

Public Relations Executive

610-269-2100 x237

lcrowley@schubert.com



SKN Design Merges Homegrown Organics with Designer Reusable Totes

Mattituck, NY., May 15, 2008 – SKN Design, an up-and-coming personal and home accessory design company, has added organic cotton reusable totes to its existing line of reusable shopping bags, uniting the concepts of sustainability and style for today’s shoppers. SKN (pronounced “skin”) reusable organic bags are manufactured in the United States from 100 percent certified organic American-grown cotton, a rarity among reusable bags.



SKN organic and traditional cotton totes (12” x 16”x 6”) are available in five designs — Carrot, Blueberry, Tomato, Lemon and Asparagus. The bags comfortably hold up to 40 lbs. and stand open for easy packing. Shoppers can fold bags flat like a traditional paper sack, and they are machine-washable for easy upkeep. The organic bags use U.S. cotton grown without harmful chemicals, causing minimal disruption to the environment.

“Functionality, innovative design and a modern aesthetic were all first considerations when designing these totes. We’re proving that people don’t need to sacrifice great modern design to be environmentally conscious,” said Jennifer Stevenson, chief operating officer and lead designer of SKN Design. “Our designs make going green look as good as it feels. For our organic line, we wanted to work with products made from organic farms in the U.S. because, to us, it’s important to support our local economy and community. Producing locally also benefits the environment by eliminating the use of fossil fuels that would be burned to ship from overseas.”

SKN bags were featured as part of the Liz McLean 2008 Fall Fashion Week event in New York City. Currently, SKN’s line of reusable bags is available at exclusive retailers in New York and California. The bags are also available for purchase individually or as a set on www.getskn.com.

For more information about SKN Design or its new organic, homegrown reusable totes, please contact Lorena Crowley at lcrowley@schubert.com or 610-269-2100 x237.

About SKN Design

SKN Design was co-founded by Christopher DeGregorio and Jennifer Stevenson as a personal and home accessory design company that integrates sustainability into its fresh creations as a

standard part of the design process. SKN reusable shopping totes are currently available in designer boutiques, including Fred Segal in Los Angeles, Ca., and Mint in Westhampton Beach, N.Y., as well as directly on SKN's Web site at www.getskn.com. After their appearance in NY's Fall 2008 Fashion Week, SKN totes were named the "Most Useful" reusable totes by Style.com. The totes have also been featured in national publications, including *Health* and *Town & Country*. SKN works with the organization American Forests to plant a tree on their customers' behalf for every order placed. Each SKN reusable bag saves the environment from the waste of about 330 plastic bags each year, and shoppers wearing the bags look damn good doing it!

About SKN Organic Cotton Bags

SKN's organic bags are made from cotton certified by the New Mexico Organic Commodity Commission (NMOCC), a USDA National Organic Program (NOP) accredited organization. Under this certification, the organic cotton used is grown without the use of pesticides, harmful chemicals or non-organic agricultural substances. These standards also require the land used to produce this cotton be left in as good a condition, or better, than before the harvest – including soil and water quality. SKN requested U.S.-grown organic cotton from its manufacturer, who has since started stocking the material.

###

Editor's note: Additional images and product samples are available for editors upon request.