

FOR IMMEDIATE RELEASE

March 28, 2008



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## ***National Jean Company and Earnest Sewn Team up for***

### **Make an Earnest Difference**

### ***A Fashion Show and Denim Drive Benefitting COTTON. FROM BLUE TO GREEN.™***

**New York, NY** – On Tuesday April 8<sup>th</sup>, veteran denim retailer **National Jean Company** and **Earnest Sewn** will host a fashion show at **Slate Lounge** (54 W 21<sup>st</sup> St) to kick off **Make an Earnest Difference**, a five day charity denim drive in **National Jean Company's** New York stores where all donated denim will go to **COTTON. FROM BLUE TO GREEN.™**, a **Cotton Incorporated** initiative in which old denim and other cotton products are recycled into UltraTouch environmentally safe insulation for homes to be donated to communities in need. The fashion show will feature denim from **Earnest Sewn**, footwear from **Madison Harding** as well as contemporary tops from some of **National Jean Company's** top vendors. Open bar will be provided by **Pearl Vodka**.

Admittance to the fashion show on April 8<sup>th</sup> will require a donation of an old pair of jeans, and upon entry guests will receive a 20% off coupon toward any new pair of jeans at **National Jean Company**. Subsequently, **National Jean Company** will be accepting denim donations through April 13<sup>th</sup> in their New York City and Long Island stores, with customers receiving a discount toward a new pair of jeans in exchange for their donation, as well as a **Make an Earnest Difference** branded gift with purchase.

**Make an Earnest Difference** will culminate with in-store events at **National Jean Company's** Long Island and Manhattan locations on Saturday April 12<sup>th</sup> and Sunday April 13<sup>th</sup> respectively. The clothing brands that are involved in the April 8<sup>th</sup> fashion show will be holding trunk shows and will have brand representatives discussing spring trends. Celebrity and TV fashion stylist **Darshan Gress** will be on-hand offering Spring 08 denim-friendly fashion advice, as well as playing judge for various fashion games that customers will complete in for chances to win **National Jean Company** gift cards and prizes from the day's event partners. All of these in-store elements are further incentive to drive in-store denim donations and awareness of the **COTTON. FROM BLUE TO GREEN.™** denim drive initiative.

#### ***Make an Earnest Difference* Calendar of Events:**

**National Jean Company and Earnest Sewn Fashion Show** Tuesday April 8

**Denim Drive at National Jean Companies New York Stores** April 9 – April 13

**National Jean Company Long Island Store Event (650 Willis Ave, Williston Park, NY)** Saturday April 12

**National Jean Company Manahattan Store Event (1375 Third Avenue NYC)** Sunday April 13

For more information on **National Jean Company**, please visit [www.NationalJeanCompany.com](http://www.NationalJeanCompany.com)

For more information on **Earnest Sewn**, please visit [www.earnestsewn.com](http://www.earnestsewn.com)

#### **About Cotton Incorporated**

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton. For more information please visit [www.accesscotton.com](http://www.accesscotton.com).

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