

GRAMICCI

THE HEMPEST ADDS GREENICCI TO ITS NATURAL APPAREL LINEUP

BOSTON (6/3/08)—The Hempest, a retailer well known for its natural apparel, body care and home goods offerings, has added Gramicci's unique Greenicci collection to its website and four New England stores, including its showcase location on Boston's fashionable Newbury Street.

The Greenicci Collection is an all sustainable product made up of either Hemp, Certified Organic Cotton, recycled materials or blends of each. The line is a direct reflection of the culture at Agoura Hills, Calif.-based apparel manufacturer Gramicci, which shares many philosophies with The Hempest.

Since its founding 12 years ago, The Hempest has specialized in hemp and exotic natural fibers. The stores have established a devoted following that continues to grow as more and more Americans seek out products that won't further damage the world's natural resources. The other Hempest stores are in Northampton and Cambridge in Massachusetts, and in Burlington, Vt. – all markets with a concentration of customers interested in green merchandise. Each store is independently operated and does its own buying to match local tastes. Merchandise is also available at www.hempest.com.

The Greenicci line of men's and women's active lifestyle apparel is a perfect extension to the assortment, according to Jon Napoli, owner of The Hempest. The brand's spring merchandise is already selling rapidly and the company is enthusiastic about Greenicci's fall 2008 collection, added Napoli, who praised the rapid turnaround and shipping of the merchandise to his stores. The Hempest stocks the full assortment of Greenicci apparel.

Greenicci, he noted, appeals to the retailer's existing consumers, but is also bringing in new shoppers to the stores. "The green movement has certainly helped improve sales on an already strong base," said Napoli, who believes that the current urge to buy ecologically-minded merchandise is much more than a fad. Indeed, according to the Natural Marketing Institute, more than 63 million Americans are classified as LOHAS ('Lifestyles of Health and Sustainability') consumers. That number is expected to continue to expand.

One factor attracting The Hempest to Greenicci, said Matthew Kaseta, Vice President of Sales for Gramicci, is the company's unique blend of organic cotton and hemp called Camu. "Camu is an amazingly comfortable fabric that feels great and has that 'perfectly, imperfect Gramicci look,'" he noted. "Our partnership with The Hempest is an awesome fit. As one of the most influential natural products retailers anywhere, they will help introduce Greenicci to a new customer base and, hopefully, our loyal 'Gramicci Heads' will visit The Hempest to see our latest organic collection."

Sustainability is important to Gramicci and approximately 35 percent of the company's sales come from the Greenicci line. Gramicci saw the need for sustainable fashions way before the current movement and introduced Greenicci in 2006. The Greenicci line gives consumers the chance to do the right thing without sacrificing style. And Gramicci's efforts don't stop just with the actual garment. Four-fifths of the company's packaging and hangtags are made of Green-Seal certified, recycled, chlorine-free papers printed with soy ink. Better yet, with the line's moderate prices, consumers can feel good about their purchase without paying too much for green technology. As an example, an organic crew long-sleeve shirt retails for \$36, about the same as traditional Gramicci long-sleeve crew shirts.

About Gramicci

Gramicci, considered the 'soul brand' of the outdoor industry, is associated with the iconic styles of the outdoor industry including its introduction of the G-climbing pant over 26 years ago. Under the leadership of Marty Weening, the company has, in recent years, evolved into a major resource and partner for outdoor lifestyle apparel. The brand is now known for its natural fiber technologies, distinct

fabrications and washed-out and weathered garment finishes sold within four distinct product segments: Authentic Originals, Built For Sport, Gramicci Life, and Greenicci. For more information, visit: www.gramicci.com.

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