



PRESS RELEASE

FOR IMMEDIATE RELEASE

Lela Designs Secures Exclusive Milling Agreements for Input Materials

Lela Designs is pleased to announce that the company has secured exclusive milling agreements with a basket of high quality, fair trade, overseas fabric producers. These milling facilities will be providing Lela with exclusive fabric production for use at Lela's production operation in Vancouver, British Columbia.

This agreement represents an important milestone for the company as it provides stability of supply as Lela enters a significant growth phase. The fabrics being produced for Lela are luxurious fabrics that incorporate exceptionally well into the company's fashion-forward, fresh and functional designs. The milling agreements that have been reached are fair trade and socially responsible agreements and involve organic and eco-fibres that have been grown in controlled settings with no pesticides, herbicides, or other chemicals. Only natural fertilizers are used and the soil and water are monitored.

Lela's choice to build the company's lines around eco and organic fibres is driven by a multitude of factors. Eco and organic fibres are socially responsible, biodegradable and are rapidly gaining in popularity. Many consumers are allergic to or dislike wearing synthetic textiles and choose eco fabrics because they have all of the properties of the new synthetic breathable fibres with added softness and drape. They feel better against the skin. Additionally, people concerned about absorption of chemicals are increasingly looking to eco-friendly and organic fabrics. If nicotine, birth control and other drugs are absorbed through patches on our skin, how can we assume that we do not absorb the chemicals in our clothing? Organic and eco-fibres are natural and do not contain irritating chemicals. Many of them are also considered hypoallergenic and anti-bacterial.

Tina Hofer, Managing Director of Lela, states, "Securing exclusive milling arrangements directly with a basket of fair trade producers is a big step for Lela. Through a series of agreements, we now have control over our input products, our production and the marketing and distribution of our finished products. We have established an excellent corporate infrastructure that will serve as a springboard for our aggressive growth plans moving forward. Today's announcement represents a very important component of this infrastructure."

Lela Designs is a pioneer in bringing eco-friendly and sustainable products to the apparel marketplace. Lela Designs produces fashion-forward apparel that is fresh and functional.

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