



**PRESS RELEASE**

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### **Lela Designs featured at EPIC... The Sustainable Living Expo**

Lela Designs is pleased to announce that the company will be part of the upcoming EPIC Sustainable Living Expo, being held at the Vancouver Trade and Convention Centre in Vancouver, British Columbia on March 16th, 17th, 18th, 2007. Lela Designs was chosen to be part of this exposition due to the company's leading role in bringing functional, fashionable, and eco-friendly clothing choices to women across North America.

EPIC is a new kind of exhibition celebrating leading companies who care about the consumer, the community and the planet. The exhibition is showcasing companies with great products that don't compromise style or function. According to EPIC, the exhibition is introducing "the new breed of environmentally friendlier, smart, stylish products and savvy services that allow shoppers to feel good about their purchases in more ways than one."

In addition to attending industry specific events, Lela Designs has started an aggressive marketing and branding strategy geared towards end consumers. The implementation of this strategy will be a significant benefit to retailers carrying the Lela line, which has been extremely well received coast to coast by discerning retailers, fashion reviewers and buyers.

Lela Designs and the "links to lounge" type of clothing produced by the company will become in increasing demand across North America and in international markets as the paradigm shift continues amongst consumers that are demanding more eco-friendly and sustainable choices. As such and as a leader in this market niche, Lela is proud to have been selected to appear at the EPIC Sustainable Living Expo. The company will have booth space on the exhibition hall floor at booth 925 and will also be featured in the EPIC fashion shows that are running in conjunction with the event.

**For additional information, please contact:**

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