



FROM RUNWAY TO RETAIL, THE GREENSHOWS ECO FASHION WEEK TO LAUNCH **ECOLUX POP-UP BOUTIQUE AT EARTHFAIR, APRIL 19-24, 2010**

NEW YORK, NY (April 2010)—The GreenShows Eco Fashion Week, which selects eco-fashion designers for their runway shows during New York Fashion Week, is proud to announce the launch of the first **The GreenShows EcoLux**—an exclusive pop-up boutique featuring sustainable designs from fashion and accessories designers around the world at **Earth Day New York's EarthFair** exhibit in **Grand Central Terminal**.

"It is an exciting time in fashion to see the transition from runway to retail! We are making eco-fashion more accessible to consumers by taking the garments presented at The GreenShows runway shows, as well as other eco-fashion designers, and offering a selection from their collections for purchase in an eco luxury retail environment"—**Eric Dorfman, Founder of The GreenShows Eco Fashion Week**.

In conjunction with **Earth Day's 40th Anniversary** on **April 22, 2010**, The GreenShows EcoLux boutique will be part of **Earth Day New York's Annual EarthFair, Monday, April 19 through Saturday, April 24, 2010**, from **10:00am to 7:00 pm**. The boutique will be located in **Grand Central Terminal's Vanderbilt Hall, 42nd Street and Park Avenue**.

"We are pleased to host Eco-Lux in Grand Central Terminal to present the most stylish and sustainable clothing designers to New Yorkers and commuters alike. Our "Be the E" campaign encourages everyone to do their part to protect the environment. These designers will make it easy to do the right thing when purchasing apparel and look great at the same time." said **Pamela Lippe, Executive Director of Earth Day New York**.

Featured designers include **Samantha Pleet, House of Organic, Bahar Shahpar, deux fm, STUDY by Tara St James, Ajna, Allison Parris, c. marchuska, Auralis Herrero Lugo, Willian, Joann Berman, Nixxi, H Fredriksson, reco jeans**, among others, and accessory designers **Redhanded Bags, Tomate Depingles, DLC Brooklyn, Wired, Real Jewels, Rebecka Froberg** and more!

Dex New York Cosmetics will also have a retail presence at The GreenShows EcoLux and will offer complimentary consultation and beauty makeovers, along with **IMAGINE Skincare Organics** and **Nima Nyima**.

Divine Chocolate will be offering fair trade chocolate and **Sambazon** will provide complimentary sustainable and certified organic açai smoothies and juice.

The GreenShows EcoLux is produced in collaboration with **Harvey Russack, Founder of NY's world famous UCW Unique Clothing Warehouse 1973-1992**, and will be a bi-annual event with a second pop-up retail location to open on **Fashion's Night Out** during **New York Fashion Week** this coming September.

The GreenShows Eco Fashion Week, which debuted in September 2009, is the only premiere fashion event exclusively committed to eco-friendly, ethically sound, fair-trade fashion. The GreenShows Eco Fashion Week is a unique platform dedicated to helping eco-conscious fashion designers who have been given the opportunity, support and resources to show their runway collections under one roof.

For more information, visit **www.thegreenshows.com**

For media inquiries, interview opportunities and accreditation to attend the shows, please contact **STATE Public Relations** at **646.714.2520**, **Ryan Urcia** at **ryan@statepr.com** or **Kristina Ratliff** at **kristina@statepr.com**.

ABOUT ERIC DORFMAN, PRODUCER AND CREATOR, THE GREENSHOWS

Eric Dorfman is the founder of **EdMedia Inc**. EdMedia has created some of the most interactive, ambient and innovative marketing events for leading national and international brands. EdMedia has worked extensively with top fashion brands on a variety of projects, and was involved in the launch of "Project Global Tradeshow," Supima Pop-Store, and the Filativa Fashion Show. In addition, EdMedia helped to launch the leading magazine titles **Nylon**, **Swindle** and **America**, and creatively produced the ultimate in Oscar Week luxury – **Flaunt House**.

ABOUT HARVEY RUSSACK

Harvey Russack, entrepreneur, inventor, and businessman with over forty years of experience in manufacturing and retailing of fashionable, cutting edge and sustainable consumer products is the undisputable original street fashion guy from LowBro (Lower Broadway), NYC. He is the founder of the world famous **UCW Unique Clothing Warehouse** and in 1977 changed the way clothing was designed and sold by opening alternative life-style clothing departments within department stores and specialty stores all over the world. Recently, Harvey has made a deep commitment to the sustainable fashion business. He is currently collaborating with Eric Dorfman of The GreenShows and is planning to open NYC's first entirely sustainable fashion department store.

ABOUT EARTH DAY NEW YORK

Earth Day New York (EDNY) was founded in late 1989 by a broad coalition of environmental groups to celebrate the 20th Anniversary of Earth Day in New York City. In 1990, Earth Day New York mobilized two million people to attend Earth Day's 20th Anniversary events - the Earth Rising Ceremony in Times Square hosted by Mayor Dinkins, the Environmental Exposition and Cultural Festival on Sixth Avenue and a major concert in Central Park featuring the B-52s, speeches by Governor Cuomo and Mayor Dinkins among many others. For the 25th Anniversary in 1995, they organized diverse arts and educational events including The Parade for the Planet, The Giant Earth Projections, The International Poster Exhibition and The New York Team Clean and Green. For the 30th Anniversary of Earth Day, a vast environmental festival was organized in three different venues (Battery Park, Battery Park City and the World Trade Center.) Exhibits included over 100 local, national and global environmental organizations. For the past seven years Earth Day New York has hosted EarthFair at Grand Central, a two-day festival of art, music and the environment on Vanderbilt Avenue and inside the majestic Beaux-Arts Terminal.