

# Trendsetting women's apparel company Project Iris

Made responsibly in the USA, Project Iris' inimitable apparel retails between \$43 and \$47 and includes short and long sleeve v-neck and scoop neck shirts produced in buttery soft burnout fabric and luxurious ringspun cotton. Each garment is adorned with original artwork designs unlike anything else on the marketplace, offering women a fresh feminine fashion statement that exudes casual sophistication. Available prints, offered on an array of Spring and Summer shirt colors, include "Willows," "Lotus Watercolor," "Field of Daisies," "Sunset," "Flower Heart," "Queen Anne's Lace," "Dandelions," "Sunflowers" "Poppies," "Leaves and Trees," and "Butterflies," among other nature-inspired images.

Combining style with substance and women's advocacy, Project Iris has partnered with World Food Program USA (www.wfp.org), the largest humanitarian agency fighting hunger worldwide. Through this affilia-

tion, a portion of each Project Iris sale provides nourishing meals for new mothers and their children in the most poverty-stricken parts of the globe.

"There is a lot more to Project Iris than the striking clothes we produce," said company President and CEO Neil Hoynes. "This brand was developed with a purpose - to give women that like fashion an opportunity, through their own social consumerism, to easily contribute to causes that help other women. We're spreading a message of giving and hope that is reflected through Project Iris fashions designed and

manufactured with great care. With this line, we intend to raise awareness, and funds, to positively impact world hunger, malnutrition and the health of women and children in developing countries. Our initial contribution to World Food Program USA provided meals to more than 12,500 mothers and children in need."

Project Iris clothing is available to consumers online at www.ProjectIrisClothing.com and offline at discriminating retail clothing, resort, spa, yoga, and fitness boutiques nationwide.

