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2006

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FOR IMMEDIATE RELEASE

Fashion with a Conscience

Brattleboro, VT - "You are what you wear," is the slogan for USA fashion. With so much to choose from the fashion world, people are always looking at new ways to define themselves. Vermont based, KUSIKUY Clothing Co. offers cutting edge fashions with a message - "do unto others as you would want done unto you." From the remote llama herder to the indigenous Bolivian knitter to the USA sales staff, KUSIKUY's Fair Trade, sweatshop free, natural clothing is made with respect and dignity.

KUSIKUY ready to wear styles are anything but third world, with influences ranging from Marc Jacobs to Stella McCartney to the Incas themselves. The KUSIKUY line offers a comfortable mix of traditional design and modern fashion. The new "scart" appropriately named, Devil Downtown, is a traditional style Andean chulu that extends into a long funky style scarf adorned with a modern Bolivian Carnival devil mask motif. All of this is lovingly hand knit in the country's finest alpaca yarn and retails for \$108.

Another hot duo for the season are the hand knit ribbed Valery Mini Skirt (retail \$92) and matching ribbed hand knit Tiffany Tank (retail \$92). Both 100% alpaca pieces are a great investment into some practical mix and match and a good alpaca wardrobe builder. (Caution: Once you start wearing alpaca you will not want to wear anything else!). The Valery Mini Skirt is perfect paired with tall boots and a tunic top or a short tweed trench for weekend prancing about. The tank can be belted and paired with a big flouncy skirt for a comfortable casual look. Both can be worn together and dressed up with some power pumps and tights or bare legs for a soft end of summer look.

KUSIKUY is available online at www.kusikuy.com and retails at specialty boutiques across the country. Check www.kusikuy.com for the location nearest you.

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