

## Alottosay.com shakes up the UK market with the ultimate in environmental apparel.



Who doesn't love a feel good buy? Let us introduce you to A Lot to Say: the smart eco fashion company that has just launched with its sassy range of statement making, attention grabbing messaged t-shirts.

*Virgin. Turn On. Hot. Sweat.* These are just a few of the headlines that can be found on the debut range of t-shirts from A Lot to Say. Having "Hot" emblazoned across your chest may seem like a self-indulgent statement but in this instance it is backed up by the hard hitting fact "Hot and getting hotter. Global warming has caused the average temperature of the earth's atmosphere to increase by 1 degree Fahrenheit in recent years. Ouch."

The range consists of t-shirts and accessories including homeware, scarves, totes, undies and umbrellas. The A Lot to Say eco-warriors are also planning to build on their award winning designs with a celebrity line, yoga line and e-cards, of which 20% of each sale will go directly back

to support a charity or organisation.

The chic collections are made from materials that would otherwise have gone to waste, every tee is now made entirely from recycled PET bottles, therefore diverting waste from landfill and avoiding the extraction and processing of raw materials. The brand also employs a revolutionary non-water and non-toxic printing process that is hypoallergenic and kind to the environment. All in all making A Lot to Say the ultimate in sustainable fashion!

Purchasing an A Lot to Say t-shirt is a small step in the right direction of helping to preserve our planet's resources and helps you on your way to a greener lifestyle! In addition, a generous percentage of all sales are donated to a wide variety of charities and foundations including the International Green Energy Council and Stand Up To Cancer.

Co founder of A Lot to Say, Alison Stanich Power states, "Saving our resources can't just be a movement, it needs to be a way of life. We've heard so many people say they want to be green aware, but that it can be very expensive. A Lot To Say takes this into account and delivers messages with value."

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For further information, samples or high res images please contact Emily Burns on [emily@clownfish.co.uk](mailto:emily@clownfish.co.uk) or 0207 780 7031.

## NOTES TO EDITORS:

JPEGS available upon request

### About A Lot to Say:

[www.alottosay.com](http://www.alottosay.com)

- A Lot to Say Inc was founded in 2009 in San Francisco and is the brainchild of bi-coastal sisters, Alison Stanich Power and Jennifer Stanich-Banmiller. Alison recently relocated from New York, so now both live and work in CA. Alison and Jennifer were to keen shake up the lacklustre green apparel industry by producing fashionable and wearable t-shirts that utilised the power of the written word with information and empowering messaging. Every A Lot To Say tee is made entirely of 100% PET bottles. The materials saved from not having to grow, harvest and process raw materials not only help conserve our planet's limited resources, it also plays a huge part in diverting non-biodegradable materials from landfills.

-Every A Lot To Say tee is now printed by a revolutionary process that utilizes a NO WATER printing procedure. That means no water is used to make these t-shirts, thus helping to preserve our precious water supply. Colouring and printing garments can usually consume up to 250 times its own weight in water. The pollution it causes is re-distributed to the environment and is hazardous and unnecessary. A Lot to Say has utilized this process because it uses no water at the point of coloration, requires up to 70% less energy and produces no hazardous by-products.

-The t-shirts are 100% free of toxins.

-Through the t-shirt lines, A Lot to Say hope to help facilitate important change in our planet, our politics, our world, our future.

-In May 2010 alottosay.com were named the most environmentally progressive line of message apparel & lifestyle products on the market in the U.S. today.

-A Lot To Say t-shirts for men and women start from £24.00 and come in styles such as long and short sleeved crew necks and vests. A Lot to Say t-shirts will be available at select retailers soon, but are available online now at [www.alottosay.com](http://www.alottosay.com).

The **manifesto** by which A Lot to Say creates:

If you believe something, say it. If you want something, say it. Because saying it creates new awareness. Awareness sparks new behaviour. And new behaviour inspires us all to be better. If we speak out, others will act out. To vote. Recycle. Save. To think a little more. To try a little harder. To live more honestly. Thoughtfully. Joyfully. You have a lot to say. So never be afraid to say it. Or wear it. Everyday.