



FRED SEGAL SANTA MONICA GOES GREEN FOR SPRING

Boutique retailers team with Heal the Bay for fun Heaven is Earth weekend

SANTA MONICA, California (April 8, 2008) – Upscale retailer Fred Segal Santa Monica, which has been involved with Heal the Bay for more than 20 years, is making a big splash for Earth Month. It is hosting a weekend series of events to educate and raise awareness of consumers about eco-friendly shopping and raise funds for local environmental group Heal the Bay.

More than a dozen Fred Segal storeowners have united to host a silent auction, raffle, and cocktail party on Friday, April 25 from 6-9 p.m. Invited guests can bid on exclusive or one-of-a-kind gifts: clothing, jewelry, accessories, beauty, cosmetics, and home furnishings.

Among the many unique items on offer: a Smart car, with custom graphics by artist Tom Gervais; tickets to Fox TV show “American Idol”; signed sketches by designers Lanvin and Stella McCartney; a Paul Frank beach cruiser; “Hello Kitty” watch by Kimora Lee Simmons; and collectible Barbie dolls.

Shoppers can indulge, knowing that every dollar spent at the auction Friday will support Santa Monica-based Heal the Bay in its efforts to make sure millions of Californians can enjoy clean oceans and beaches.

The weekend will continue for the general public on Saturday and Sunday with various trunk shows, personal appearances, and storewide events showcasing environmentally-friendly brands and products. Live music will also be provided. Heal the Bay staffers will be on hand to offer shoppers practical tips on how to adopt more ocean friendly practices in everyday life.

To encourage the use of reusable shopping bags in lieu of wasteful single-use plastic and resource-intensive paper bags, Heal the Bay has partnered with Fred Segal to create a limited edition canvas shopping tote. The stylish bags will be on sale for \$10 throughout the weekend to benefit Heal the Bay.

Fred Segal Santa Monica is committed to adopting more environmentally friendly business practices year round, and has been for decades. Many businesses operate paper-free and request that vendors not use Styrofoam. Others recycle packing materials and favor brands that use efficient packaging and non-toxic materials.

“We are banding together as a center so that we can make a significant difference in our community,” said David Assil, owner of Madison at Fred Segal, which is located at Fred Segal Santa Monica. “Hopefully it will spread into a much larger movement with future initiatives to come.”

The full weekend of events include appearances by representatives of Stella McCartney to discuss her Stella Care Organic Skincare line of products and Calleen Cordero showing some of her new pieces at Madison at Fred Segal. Alkemie’s ultimate take on recycling sees melted-down bullet casings turned into jewelry, available at Nina Segal at Fred Segal. Fred Segal Flair will be hosting a book signing and sewing circle with Natalie Chanin of Alabama Chanin. At Fred Segal Rocks, Love Heals Jewelry will plant 10 trees for every piece sold.

Fred Segal Santa Monica is located at 500 & 420 Broadway. Store hours are 10 a.m. - 7 p.m. Saturday and 12 p.m.- 6 p.m. Sunday.

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