

## Fashion press release template

**Headline:** *“StyleMaven Launches Eco-Friendly Fashion Line for the Modern Consumer”*

- **Explanation:** The headline introduces the new product line and its focus on sustainability.

**Subheadline:** *“The collection features ethically sourced materials and is designed for consumers who prioritize both style and environmental responsibility.”*

- **Explanation:** The subheadline highlights the key attributes of the collection, appealing to the target audience’s values.

**City, Date** – *StyleMaven, a trendsetter in the fashion industry, today unveiled its latest collection: an eco-friendly fashion line designed for the modern, conscientious consumer. The collection features garments made from ethically sourced materials, including organic cotton, recycled fabrics, and biodegradable dyes. With this launch, StyleMaven aims to cater to consumers who seek both style and sustainability in their wardrobe choices.*

- **Explanation:** The opening paragraph introduces the new collection, its materials, and the target market, positioning the brand as a leader in sustainable fashion.

### **Collection Highlights:**

- *Organic cotton tees and dresses in timeless styles*
- *Recycled polyester outerwear designed for durability and comfort*
- *Biodegradable dyes that are gentle on the environment*
- **Explanation:** List the standout features of the collection, emphasizing what makes it unique and appealing to environmentally conscious consumers.

**Sustainable Fashion Movement:** *StyleMaven’s eco-friendly collection is part of a broader movement toward sustainability in the fashion industry. By choosing ethically sourced materials and environmentally friendly production methods, the brand is making a statement about the future of fashion—where style and sustainability go hand in hand.*

- **Explanation:** Discuss the collection’s impact on the fashion industry, emphasizing its role in promoting sustainable practices.

**Quotes:** *“Our new collection reflects our commitment to creating fashion that doesn’t compromise on style or ethics,” said Emily White, Creative Director of StyleMaven. “We believe that fashion can be beautiful, comfortable, and responsible all at the same time.”*

- **Explanation:** Include a quote from a key company figure that underscores the brand’s dedication to sustainability and fashion-forward design.

**About StyleMaven:** *StyleMaven is a leading fashion brand known for its trendsetting designs and commitment to sustainability. Since its inception in 2010, StyleMaven has been dedicated to creating clothing that empowers individuals to express themselves while making responsible choices for the planet.*

- **Explanation:** The “About” section provides a brief history of the brand, emphasizing its leadership in the fashion industry and commitment to sustainability.

**Contact Information:** *Rachel Green, PR Manager*

*StyleMaven*

*Email: [rachel.green@stylemaven.com](mailto:rachel.green@stylemaven.com)*

*Phone: +1 (345) 678-9012*

*Website: [www.stylemaven.com](http://www.stylemaven.com)*

**Explanation:** Provide detailed contact information for easy follow-up by media representatives or interested parties.