



**Take a Second and make the world a better place.**

### **EARTH-FRIENDLY JEANS BY SECOND!**

*SECOND uses natural materials and organic fibres in denim to protect the planet*

Montreal, December 2008 – SECOND is proud to present its 2009 ECO JEANS™ collection that reconciles denim and the environment, with styles that features ecological and organic fibres.

**Many styles, many great reasons to go eco-friendly!**

SECOND is dedicated to two things: designing the most flattering jeans and helping the world we live in. Using organic cotton for its ECO JEANS™ collection, SECOND makes it possible to be fashionable with the “green” factor.



## **Designing...and raising awareness!**

“Like us, our clients are already aware of the impact of each of their actions on the environment,” explains Éric Wazana, founder of SECOND. “Our ECO JEANS™ are fabricated from certified organic cotton, use 50% less water during washing and are treated with only non-toxic, chemical-free dyes. Every SECOND garment is made exclusively in Canada and is individually handcrafted to guarantee that only the most environmentally friendly production processes are upheld. By supporting our efforts of using only the safest environmental resources for our products, our customers are individually contributing to bettering the world we live in!”

## **About SECOND**

SECOND was founded in Montreal in 2000 by Éric Wazana. The company specializes in up-market jeans, including SECOND's Yoga Jeans - named the best women's jeans by a number of magazines. SECOND is also known for the quality of its cuts and for its social conscience, reflected in its 100% Quebec production and its constant search for new ecological fibres to use in its clothing. The latest ECO JEANS™ collection is the natural extension of the company's collective vision.

For more details on SECOND Jeans, see [www.secondclothing.com](http://www.secondclothing.com).

For photos or samples, or to arrange an interview, please contact us.