



**EXCLUSIVE EL NATURALISTA SPRING/SUMMER 2009
COLLECTION PREVIEW AND MEDIA LUNCHEON WITH
JUAN DE LA PENA**









For Immediate Release

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El Naturalista launches S/S '09 collection showcasing global inspirations

--Eco-friendly footwear brand creates new summer men's, women's and unisex styles--

Toronto, ON. El Naturalista -- the enviro-savvy global footwear brand from Spain -- continues to encourage an adventurous, eco-friendly way of life with the debut of its latest collection in Canada, for S/S '09. The nonconformist "naturalist" line takes its inspiration from the world's diverse people, cultures, landscapes and legends with each style embodying the brand's deep respect for the environment. Ranging from the Dunes of Namibia to Maori war canoes to ancient fables, the newest collection's muses are reflected in its colours, textures and lines. In addition to comfort and fashion, El Naturalista designs with the environment in mind and advocates the use of natural and reused materials, using vegetable extracts for dyeing and recycled rubber soles from leftover materials as well as biodegradable substances where possible. Paying producers fair prices, the line promotes traditional skills and makes every effort to protect and sustain the environment. Just in from Spain, the S/S collection includes men's, women's and unisex styles featuring new additions to the nature-inspired colour palette.

The greenest style yet

Since the inception of the brand, El Naturalista's design team has attempted to be as respectful as possible towards nature and the environment, as reflected by the newest unisex style, appropriately named **Recyclus**. Divided into a men's and women's line, all styles include chromium-free leather exteriors, removable and anatomic suede or cork insoles, natural colorants, natural rubber soles containing shattered dust, and cotton laces. In addition to being made of only reused and natural materials, the style is packaged in 100 per cent recycled cardboard and interior packing paper featuring water-based ink. For day or night, styles for her consist of elegant wedges while the men's line offers lace-up styles that emanate casual cool.

The Recyclus line is characterized by its unique construction method, Recyclus Construction, an artisanal hand-stitching technique used to attach the upper and outer soles. Recyclus also incorporates El Naturalista's exclusive Corktherapy insoles, comprised of recycled polyurethane and cork shavings. His and hers styles feature a new material for S/S, Eco Leather. This wet-white split leather is dyed using natural products like chestnut and mimosa and provides shoes with durability, breathability and malleability. The integration of these elements provides an unsurpassed comfort and acknowledges the brand's commitment to respecting the environment.

Enviro-savvy *and* stylish: for him and her

Boasting sexy summer silhouettes and vivid new colours, the S/S '09 women's collection, available in sizes 36-42, includes new styles for the **Ambar**, **Dry Land**, **Duna**, **Ginkgo**, **Iggdrasil**, **Organico**, **Papua** and **Rana Tharu** groups. Silhouettes are comprised of comfortable slip-ons, alluring sling-backs, sporty sneakers, funky Mary Janes and feminine wedges that feature hand-stitched patterns, intricate leather detailing and buckle embellishments. The newest line for her, **Wakataua**, was inspired by the Maori, the first tribe from New Zealand, and their unique artistic craftsmanship of the ornately adorned and carved "wakataua" or "war canoes."

The men's collection, offered in sizes 40-46, encompasses new designs in the **Arrecife**, **Macabuca** and **Trillo** groups. Summer styles include slip-on open and closed-toe sandals as well as lace-up sneakers and boast varying worldwide inspirations, from Australia's Great Barrier Reef to the mangrove trees found in Puerto Rico to traditional work boots worn during harvesting in the 18th and 19th centuries.

This summer, whether walking along the beach or braving the urban jungle, both men and women can enjoy the **El Viajero** unisex styles. Inspired by the hand-made shoes invented for climbing trees to collect fruit by the Brazilian Kayapó Indians, these comfy loafers feature delicate hand-painted designs.

New colours

For S/S '09, El Naturalista has introduced five new hues to its nature-inspired colour palette, which consists of **Black**, a true black, **Brown**, a deep chocolate, **Green**, a light olive, **Musgo**, a moss-inspired green hue, **Cuero**, a dark tan, **Rioja**, a ruby red, **Lila**, a bright purple, **Carbone**, a pale grey, **Prado**, a rich coffee, **Nero**, a soft black, and **Skimo**, a bright pumpkin. Available in a wide range of styles, the bright new summer shades and cool neutrals include **Manzanilla**, a mellow yellow, **Lavanda**, a light lavender, **Sorbet**, a dazzling pink, **Optical**, a brilliant white, and **Carton**, a fresh beige.

About El Naturalista

Since its birth in 2002 in Navarra, Spain, El Naturalista has established a cult-like following. From France, Finland to Turkey, Japan to Australia and Canada, the momentum has spread among those with the *naturalista* mentality. Built on the foundations of travel, exploration and individualism, the footwear collections capture the true spirit of nature. Retail prices range from Cdn \$169.00 to \$294.00. For more information, visit www.elnaturalista.ca.

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