



## **PRESS RELEASE**

### **Fierce Hugs Kicks Off Summer Collection with New Dutch Artist**

ASHBURN, VA, May 2008 – Fierce Hugs Inc., a designer of organic cotton children’s clothing and gifts, positioned as ‘Organic Wearable Art,’ has introduced a new artist to their Summer 2008 Collection.

Fierce Hugs Inc. introduces Dagmar Meinders from the Netherlands for their next line of wearable art. Meinders’ work is inspired by a quirky dark character named Cryptia. She quips, “We are dreamers... and I think the world has a lot of dreaming to catch up!” She is self-described as “a language and literature teacher, who’d rather be a shepherd, drawing Cryptia in the sun and living off of grass.”

The Company’s organic clothing feature art from independent illustrators selected by the Company’s two co-founders, Tina Fusari and Hani Hong. Hong stated, “We are enthusiastic about expanding our line of organic cotton clothing for children designed with novel imagery that the current generation of parents seeks. Fierce Hugs clothing are collectible wearable art, and we’re proud to support the independent artists who create the artwork for us.” Fierce Hugs’ Summer Collection continues with four new designs by current artist, Silvia Osella of Turin, Italy [Torino], and three new designs by Meinders.

The current collection is sold in separates, with baby bodysuits from 0-3 and 3-6 months, and baby tee shirts in 6-12, 12-18, and 18-24 months. The Summer Collection will add baby bodysuits in 6-12 months. All shirts are sold for \$24 each, and the online shipping is a flat rate of \$5 within the United States though they are sold worldwide. The clothing come in bright inspired colors using AZO-free low impact dyes.

Fierce Hugs, Inc. (<http://www.fiercehugs.com>) is a new designer, manufacturer and wholesaler of super soft organic cotton apparel and baby gifts for a widening market of design focused parents. It is dedicated to sustainability, and is a unique lifestyle brand bringing together eco-consciousness with design consciousness. The Company markets directly to consumers worldwide through various online outlets including its online store, [www.fiercehugs.com](http://www.fiercehugs.com), and will be available in retail outlets nationwide later this summer. Fierce Hugs is building a reputation for excellence in product quality and value and is a member of the Organic Trade Association. The Company aims to be a leader in its class as a manufacturer of quality organic apparel.

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