



for little citizens of the world

FOR IMMEDIATE RELEASE

New Japan-Inspired Indigo Arts Delivery for Back-to-School Style

(San Francisco, CA, August 1 2009). Tea Collection (www.teacollection.com) has announced their latest delivery, Indigo Arts, is available in stores and online. Fall separates and wardrobes include prints inspired by Japan's textile traditions like indigo tie-dye (called Shibori) and the textures and patterns seen in the country's everyday work wear.

Parents will love the number of Indigo Arts items priced under \$40 and the return of Tea's great icon—the Pima cotton Kimono Robe for girls and boys. This stylish cardigan quickly becomes a daily outerwear piece as the weather gets cool. And children love the robe's full-wrap feel "that's better than a blanket."

Inspired by swatches from a Kyoto gallery, the **Takayama Plaid Dress and Top** for girls mix new-school styling with a traditional indigo plaid. Our **Shibori Print Dress** combines the artistic intricacies of Japanese tie-dye with our famous wrap-style cut.

Named after Japan's indigo dye, the **Sukumo Knit Pant** for boys is comfort unsurpassed. Parents love the denim look and boys love the softness. We've added an elastic waistband and created a relaxed fit for busy parents and ambitious young dressers.

In the spirit of Back-to-School energy, we've released our first (but not our last) feature video: <http://www.youtube.com/teacollection>. We dare you not to dance!



Takayama
Plaid Top,
Yoshi Flare
Denim



Sanmachi
Henley



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About Tea Collection

Inspired by the beauty found in all cultures, Tea Collection (www.teacollection.com) of San Francisco has introduced children and parents to globally inspired apparel since 2002. Every employee receives an annual allowance for international travel because the company believes so strongly in broadening horizons and making the foreign familiar.

For the second year, *Inc.* has identified Tea Collection as one of the fastest growing private companies in America. Its clothes are available at specialty stores, including Barneys New York, Bloomingdales, Nordstrom, and more than 500 high-end boutiques in the U.S., Europe and Japan. Tea recently expanded its multi-channel wholesale distribution and ecommerce business with seasonal catalogs for its growing customer base.

For more information or to receive product samples, please contact Krista Reinhard at 415-279-8647 or krista@teacollection.com. For additional press releases, please visit: <http://teacollection.com/site/InfoPgs/pressreleases.htm>

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