

HOUSE OF MONGREL™

eco-friendly clothes for kids.

good. green. fun.



Contact: Laura Wallis
Tel: 718-853-8444
Cell: 347-426-6808
laura@brownbagbrands.com

FOR IMMEDIATE RELEASE
April 13, 2009

House of Mongrel™ at New York City's Go Green Expo, April 17-19 Eco-friendly baby and toddler clothes making colorful splash in the green marketplace

Brooklyn, NY & Washington, DC— House of Mongrel™, an eco-friendly baby and toddler apparel brand, will participate in the Go Green Expo in New York City, April 17-19, at The Hilton Times Square.

The line, which launched August 2008, features 100% organic cotton t-shirts, bodysuits, hooded sweatshirts, caps, and more. Bold, vintage-inspired designs are rendered in water-based screen-printing inks, on vividly colorful, low-impact dyed fabrics. All-season immediates—versatile enough for year-round wear—are available now.

New line, smaller footprint

The company will also be showing its Fall-Winter 2009 collection at Go Green. Available cut-to-order for early-August delivery, this new collection will have all the same eco-friendly qualities as the first, and in addition will be made entirely in the U.S.A.

“Moving our manufacturing to the United States was a natural in this economy,” says co-founder Jay Cooper. “We wanted to do our small part in bringing jobs home. At the same time, we’ve got the big bonus of cutting our shipping distance down dramatically—which means we’re using fewer resources. We’re thrilled about that.”

House of Mongrel™ immediates feature bold, vintage-inspired screenprints and embroidery designs in seven classic styles: short- and long-sleeve bodysuits, short- and long-sleeve t-shirts, relaxed yoga-style pants, and coordinating skull caps, all made from 100% organic cotton interlock; plus unique hooded sweatshirts, made from organic cotton fleece. Sizes range from 0-6 months to 2T.

The Fall-Winter 2009 collection features screenprints that expand on the line’s popular space and peace themes, and add some fun word plays to the mix. The collection includes six classic styles: short- and long-sleeve bodysuits in 100% organic cotton rib; short- and long-sleeve t-shirts and coordinating skull caps in organic cotton jersey; and hooded sweatshirts in organic cotton fleece. Sizes range from 0-6 months to 4T.

For wholesale inquiries, contact Scott Wallis at scott@brownbagbrands.com or 202-462-0861. Retailers can also place an order, or request a retailer kit, at houseofmongrel.com. House of Mongrel™ is the premier brand of Brown Bag Brands LLC, a family company based in Washington, DC and designed in Brooklyn, NY. Founded in 2008, the company is dedicated to creating top quality, Earth-friendly products.

###

**House of Mongrel™ by Brown Bag Brands LLC ★ 1733 Q ST NW ★ Washington, DC 20009
houseofmongrel.com ★ TEL: 202-462-0861 ★ FAX: 202-315-3118 ★ info@brownbagbrands.com**