

Surprise your Loved One on Valentines with some Sexy Ethical Lingerie. ... Made from Wood

Submitted by: By Nature
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London, England - January 8th 2009 – Surprise your loved one on Valentines with some sexy ethical lingerie made from wood. Eco-friendly, ultra comfortable and naturally sensual, g=9.8 collection includes women's and men's underwear which is, in the designer's own words, as soft as silk with the feel of cashmere and the coolness of linen. Created by French designer Sophie Young the range is available at By Nature (<http://www.bynature.co.uk>).

Latest launch for Valentines 2009 will include the Pin Up Bra (<http://www.bynature.co.uk/x55836.html>) (with adjustable straps) with matching panties in Blackcurrant or Grenadine. Gentlemen can also be spoiled with Boxer Shorts (<http://www.website.com>) and assorted Socks (<http://www.website.com>) in Night Blue.

Sophie Young uses Lenpur®, a sustainable textile made from white pine tree clippings processed with enzymes into fibre. The fibre has amazing properties as it regulates temperature so that you are never too hot or too cold and it won't lose its shape. It is also biodegradable and anti-bacterial. It washes well and dries very quickly.

Sophie Young takes a sustainable approach to the development of her brand. The eco-concept of g=9.8 creates products which have a limited impact on the environment. The wood fibre is made from sustainably managed wood and not based on a cycle of unnatural deforestation. Only certain parts of the trees are chosen and selected while harvesting coincides with normal pruning*. The water consumption is limited. g=9.8's uses eco-friendly and non-toxic dyes certified by Oekotex.

g=9.8 is not only an innovative and sexy brand, it is also built on strong ethics. In an effort to encourage sustainable development g=9.8 goes beyond what most other brands offer by choosing to base its entire production in France, in a small village near Angers, France, a town of about 1,500 people. This provides employment, helping to strengthen the local economy while preserving employment and local know-how. They choose local production rejecting the absurdity which brings lower prices to some people at the expense of job loss for others, and destruction of the planet for everyone.

About By Nature (<http://www.bynature.co.uk>): Green Living in Style ... no compromise.

By Nature is an online retailer specialising in organic and ethical products. The store offers a wide selection of products such as eco fashion, bath and bed products, gardening, dining, children, beauty, eco gadgets, books to travel accessories as well as an Ethical Wedding List.

By Nature (<http://www.bynature.co.uk>) is more than just a shop - it's about aspiring to a certain way of life: a lifestyle that combines a desire for style and quality with care for the environment and respect for people; a lifestyle that doesn't see this as a compromise; an "ethical lifestyle." Providing a wealth of information on everyday issues such as shopping, travel, investment and reducing chemicals at home, By Nature is dedicated to help consumers make to right choices for a more sustainable world.

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Click here for original press Release: <http://www.bynature.co.uk/x55797.html>

Additional information is available from Annabelle Randles Tel: 0208 488 3556 ~ press@bynature.co.uk

(* Source: www.lenpur.net)