

AMC Special Markets Proudly Presents

sakroots

Green is in the Bag

-- *San Francisco Bag Brand Goes Greener with sakroots Spring 09 Collection
Benefiting **The Nature Conservancy** --*

*San Francisco, CA (August 2008) – Embarking on a greener future this Spring, The Sak teams up with The Nature Conservancy to introduce sakroots – a collection of sustainable and stylish bags benefiting The Nature Conservancy's Plant a Billion Trees campaign. A tribute to the brand's heritage established two decades ago, sakroots celebrates the 20th anniversary of The Sak and demonstrates its brand karma – peace and harmony among all things. Staying true to its roots in Indonesia, the latest sakroots collection combines fashion, fun and function with environmentally-friendly materials, dyes and processes. *The Nature Conservancy's Plant a Billion Trees campaign raises funds to restore and plant one billion trees by 2015 on 2.5 million acres of Brazil's Atlantic Forest, one of the greatest repositories of biodiversity on Earth.**

Sakroots features new, modern shapes including reversible totes, drawstrings, and yoga mat bags using all natural materials such as bamboo, hemp and recycled cotton harvested in the remote villages of Bali. The bright hues and innovative color patterns have been created using traditional dip and space dye techniques which are hand-dyed using natural dyes (vegetable and water based) and azo-free pigments - and using the most natural dying process available, the sunlight. Many of the bags are hand-woven, without using electricity, taking up to two weeks to finish just one bag.

"Since the beginning we have had a small world approach to manufacturing our bags, which is becoming more prevalent specifically with our new sakroots collections," said Mark Talucci, CEO and co-founder, The Sak. "We've relied on the same factories for 20 years to help us in our search to uncover the most environmentally friendly techniques and renewable resources in Bali. We are thrilled to team up with the Nature Conservancy to bring to market our first-ever collection of eco-friendly bags for customers looking to live a greener lifestyle."

Co-founders Mark Talucci and Todd Elliott were first inspired by the extraordinary textiles and antique artifacts they discovered in Bali. Home to many of its factories, Bali plays a major role in The Sak's hunt for found treasures, helping the brand stay on the cusp of the latest in sustainable materials. As a company, the Sak is going greener by creating a Go Green Committee in their NYC and San Francisco offices enforcing eco-friendly business practices and shipping processes including the use of biodegradable polybags.

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This season, AMC offers the following items from the sakroots collection – **EcoPeace and Indio Crochet**.

- **The EcoPeace collection** is made from 55% hemp, 45% cotton recycled canvas and 100% natural cotton handles. It features The Sak's signature peace print symbolizing the brands' "happy & free" philosophy with artwork created by Paris-born graffiti artist, Gilles Jourdan. EcoPeace is available in a convertible crossbody with black and cayenne trim options and a shopper with black trim. Each handbag option is in stock NOW!
- **The Indio Crochet collection** includes a small and large tote featuring a new square weave crochet that creates a unique texture to each bag. Each hardware piece including the antique coin mandala are made traditionally, in an old-world charm workshop using hand touch and finishes making each bag a one of a kind. Detailing includes a loop & button closure and woven handles. The totes are available in an array of colors - azure, black, cayenne and oregano.

Sakroots will be available at select retail locations this Spring.

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 15 million acres in the United States and have helped preserve more than 102 million acres in Latin America, the Caribbean, Asia and the Pacific. Visit The Nature Conservancy on the Web at www.nature.org.

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