

Ekotribe Launches 'Shains Recycled Fashion Accessories' in the Middle East

SHAINS - 'Say it - Wear it - Mean it'



Dubai, UAE - May 4, 2010: Ekotribe has introduced the 'Shains' brand of eco-friendly recycled accessories in the Middle East. Shains manufactures bracelets, necklaces, pet collars, hair bands, key chains, all designed to work with Shains interchangeable icons and letters.

According to Anu Agarwal, Director of Ekotribe, "Shains products are extremely popular in international markets and their accessories encourage and empower people to make their own statements and change them whenever they want. We are delighted to introduce their brand in our region".



Shains products are made of recycled and recyclable parts and everything Shains produces is certified lead free. Shains packaging is also recycled and recyclable.

About Shains

Based in Los Angeles, California, Shains has received excellent reviews from local and online media. Shains was selected among the best gifts of 2009 by parenting.com. Shains was also featured in the 'LIFE' section of USA Today, "Eco-consciousness has infiltrated the fashion world, where most trends get recycled over and over. Practice style sustainability with a band that can change the message as often as you please".

The team and advisors to the company incorporate over 50 years of toy and gift industry experience with brands that include Mattel Toys, Warner Bros, Hello Kitty, and Nestle.

About Ekotribe

Ekotribe was started in early 2010 with a desire to introduce green living. Ekotribe offers a range of eco-friendly products including green gadgets and appliances, solar lights, reusable gift bags and shopping bags, recycled paper and stationery, eco-friendly shower heads, eco-friendly toys, BPA-free water bottles and lunch boxes, soy candles, organic beauty products, organic table linen, eco-friendly wallpaper and wall stickers, solar powered totes, solar powered backpacks, bamboo kitchen ware, eco-friendly household cleaners, biodegradable tableware and organic pet products.

Ekotribe supports environmentally friendly manufacturers & designers. All customers are guaranteed products which are 'green', easily absorbed into the ecosystem, without compromising on design or quality. Ekotribe strives to offer high quality products that are either - Biodegradable, Environmentally



safe, Handmade, Natural, Recycled, Recyclable, Reusable, Sustainable or Organic. Ekotribe is promoting a lifestyle that includes being aware of the environment, yet enjoying high-end products without forgoing quality & design.

For more information, contact:

Anu Agarwal,

Director, Ekotribe

An Enpark Registered Company

P. O. Box 53735

Dubai

Tel: +9714-3327693

Email : enquiry@ekotribe.com, Web : <http://www.ekotribe.com>

On Twitter at <http://twitter.com/ekotribe>