



## Ekotribe Launches 'The Spring/Summer 2011' Collection of Envirosax Designer Bags In The UAE



Dubai, UAE - 'Going Green' is not a fad anymore. It is a lifestyle that everybody is embracing.

Ekotribe has introduced the new Spring Collection of Envirosax designer reusable shopping bags in the UAE. Envirosax bags swing in the hands of fashionistas, practical eco-shoppers, and urban commuters. Unique prints and bright colours make Envirosax accessible for people to contribute to saving the environment, while maintaining their individual style. Envirosax is all about high quality products, which are designed to last and are easy to use.

According to Anu Agarwal, Director of Ekotribe, "The philosophy of Envirosax is to help create a better future for our planet by spreading the environmental message through colour and script using the Envirosax eco-friendly reusable bag as the vehicle. We at



Ekotribe believe in environmental sustainability. Plastic bags clog drains and cause flooding. They pollute rivers and streams, killing animals and destroying plant life. They take years to biodegrade and have a very short life span. Envirosax provide a compelling alternative to the plastic bags which are doing so much damage to our planet.”

Envirosax designs are all about trend, but they believe caring for our planet, is a lifestyle. Envirosax manufactures a premium line of reusable bags utilizing the best nature has to offer in fabrics of linen, bamboo, hemp and organic cotton. Printed with vegetable based inks, the variance in fabric texture creates a variety of effects with the different designs. Each bag is packaged in its own little pouch for easy storage in a glove compartment or handbag. All packaging is made from recycled cardboard printed with soy-based inks. Natural, earth-grown fabrics are the ultimate in sustainability.

The Envirosax Corporate, is a range of reusable shopping bags which can be branded with institutional logos and color to suit corporate needs.

All Envirosax products in the UAE can be purchased online at [www.TheGreenEcostore.com](http://www.TheGreenEcostore.com) and a wide selection is available at the Covent Garden kiosk at JBR Walk in Dubai.

#### About Envirosax

Envirosax, the world leader in designer reusable bags, is committed to making a substantial environmental impact with fashion, design and innovative products. The Envirosax team operates on environmentally sustainable principles following the lead of founders Belinda and Mark David-Tooze who live an organic, sustainable, carbon neutral lifestyle.

#### About Ekotribe

Ekotribe was started with a desire to introduce green living. Ekotribe support environmentally friendly manufacturers & designers. All customers are guaranteed products which are 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.

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