



April 17, 2007

Earthen Wear

4March Clothing



Your attitude toward ecolving has evolved over the years.

What started with the occasional visit to the recycling bin has become a full-blown obsession with sustainable living, right down to your environmentally friendly **pet shampoo**

[\[http://www.dailycandy.com/article.jsp?ArticleId=22711&city=4\]](http://www.dailycandy.com/article.jsp?ArticleId=22711&city=4).

The only corner of your life yet to go green? Your closet. Instead of going full monty (what's a little nudity when it comes to saving the planet?), turn an eye to 4March. Started by homegirls Amy Özay and Melissa Villa, who met at the School of Fashion Design, the line focuses on social responsibility.

Using organic cotton, hemp, bamboo, and soy, they've created classics with easy, comfortable fits. Wide-leg trousers are topped with form-fitting knits, cute spring dresses get boat necklines, and flouncy skirts come in pretty shades of blue and purple.

So instead of celebrating the earth for just one day, you can sustain your enthusiasm year-round.

*4March's fall line debuts tomorrow night at an event to benefit the Charles River Watershed at Om, 92 Winthrop Street, Cambridge. For tickets, call 617-497-4036. To see styles, go to **4march.com** [<http://www.4march.com>].*



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