



THE ECOSHIRT NAME AND PINE TREE LOGO ARE REGISTERED TRADEMARKS OF GRAY+GUSTAVSEN, INC. ALL RIGHTS RESERVED.

OUR MISSION

THE ECOSHIRT SUSTAINABLE GOODS CO. STARTED AS AN IDEA TO DO SOMETHING DIFFERENT, TO TAKE OUR FAVORITE STUFF AND MAKE IT BETTER. RESPONSIBLE CLOTHING WITH A POSITIVE MESSAGE, MADE FROM ORGANIC, RECYCLED, AND SUSTAINABLE MATERIALS

ECO TRADEMARKS OWNED BY GRAJ+GUSTAVSEN FOR CLASS 25 INTERNATIONAL:

ECOJEAN

ECOPANT

ECOSHIRT SUSTAINABLE GOODS CO.

ECOSHIRT & TREE DESIGN

ECOSHORT

ECOTEE

ECOWEAR

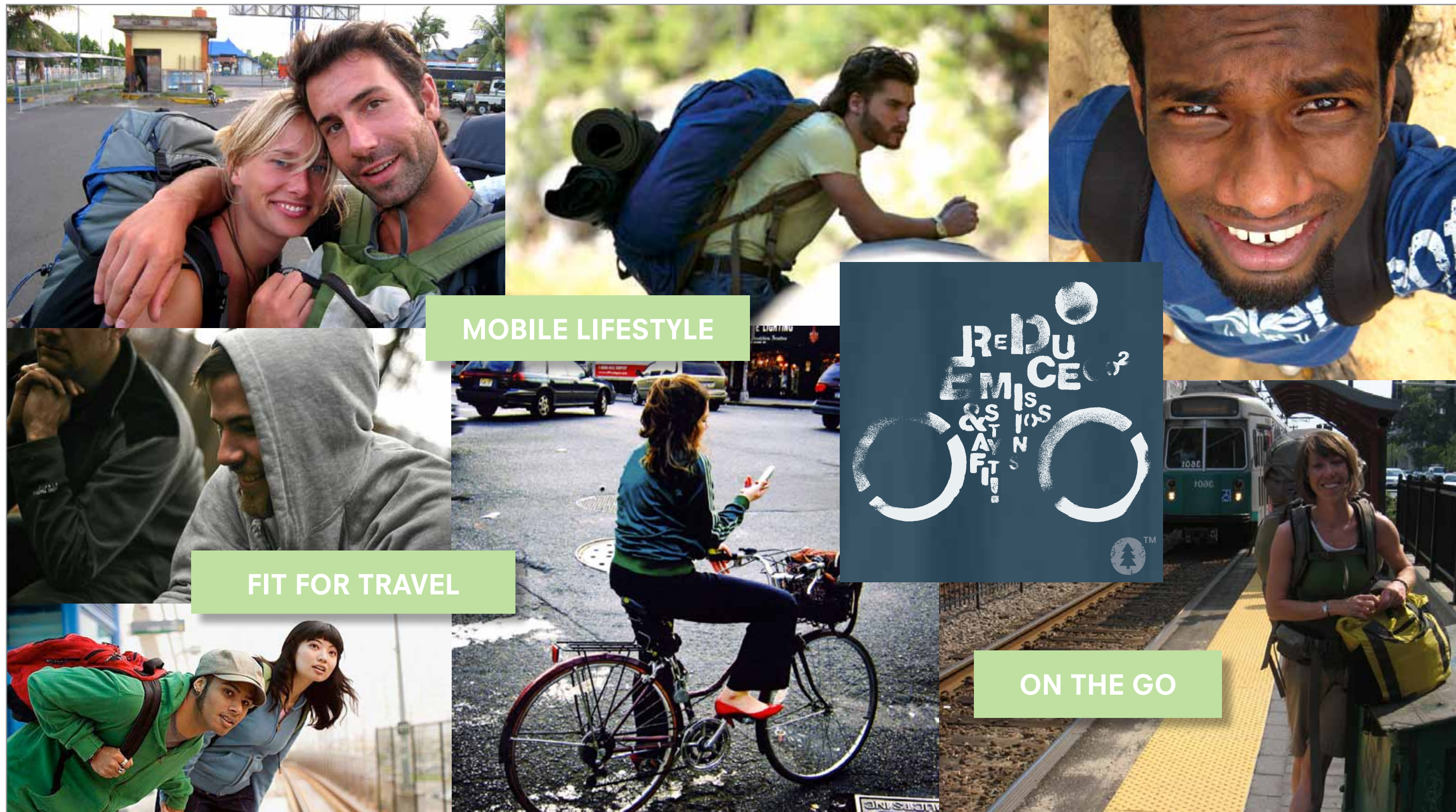




RECYCLED MATERIALS

BY REDUCING THE CONSUMPTION OF NATURAL RESOURCES, RECYCLED MATERIALS GIVE NEW LIFE TO PRODUCTS THAT WOULD OTHERWISE END UP IN LANDFILLS OR THE OCEAN

ECO SHIRT™ OVERARCHING TARGET CONSUMER LIFESTYLE



MOBILE LIFESTYLE

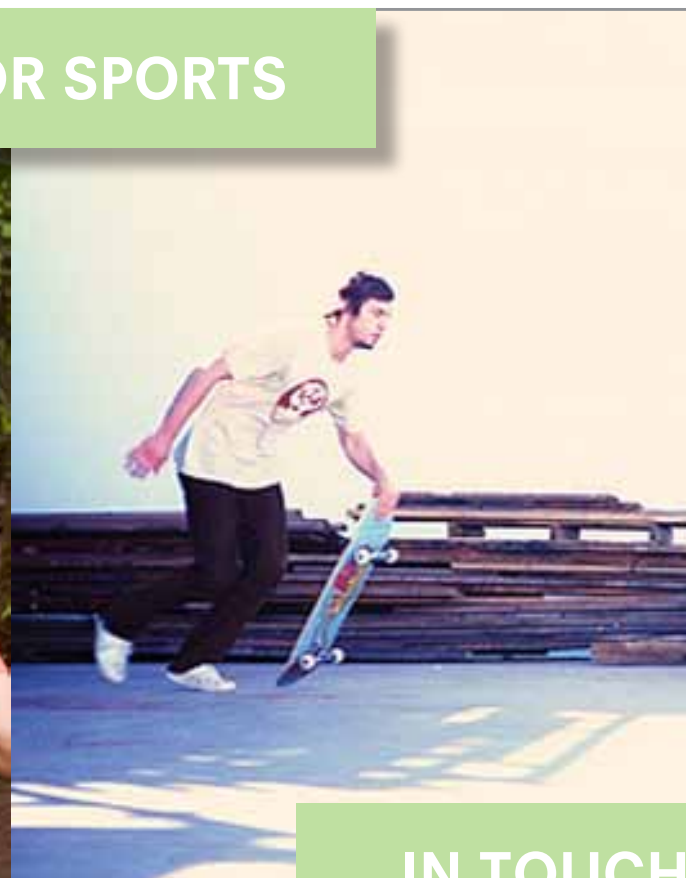
FIT FOR TRAVEL

ON THE GO

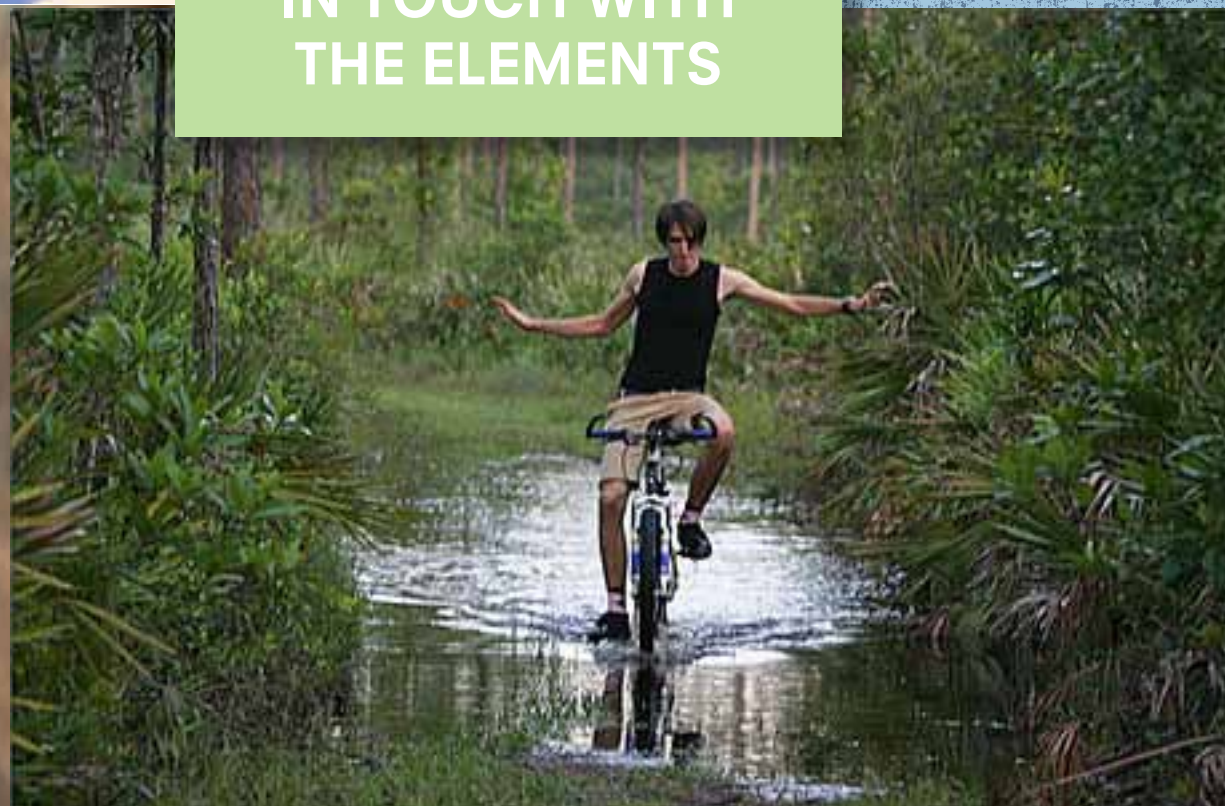
ECO SHIRT[®] OVERARCHING TARGET CONSUMER LIFESTYLE



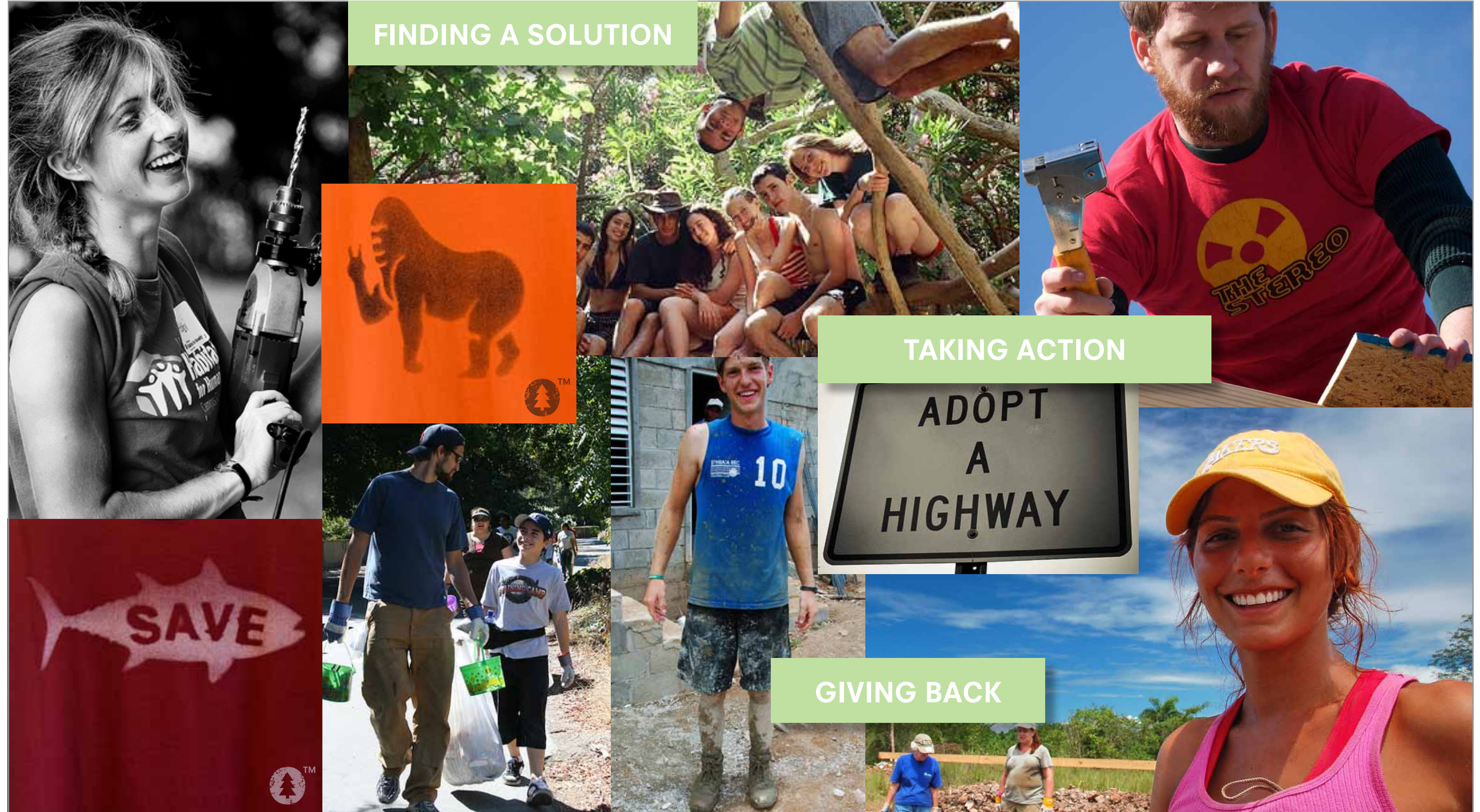
OUTDOOR SPORTS



IN TOUCH WITH THE ELEMENTS



ECO SHIRT™ OVERARCHING TARGET CONSUMER LIFESTYLE



FINDING A SOLUTION

TAKING ACTION

GIVING BACK

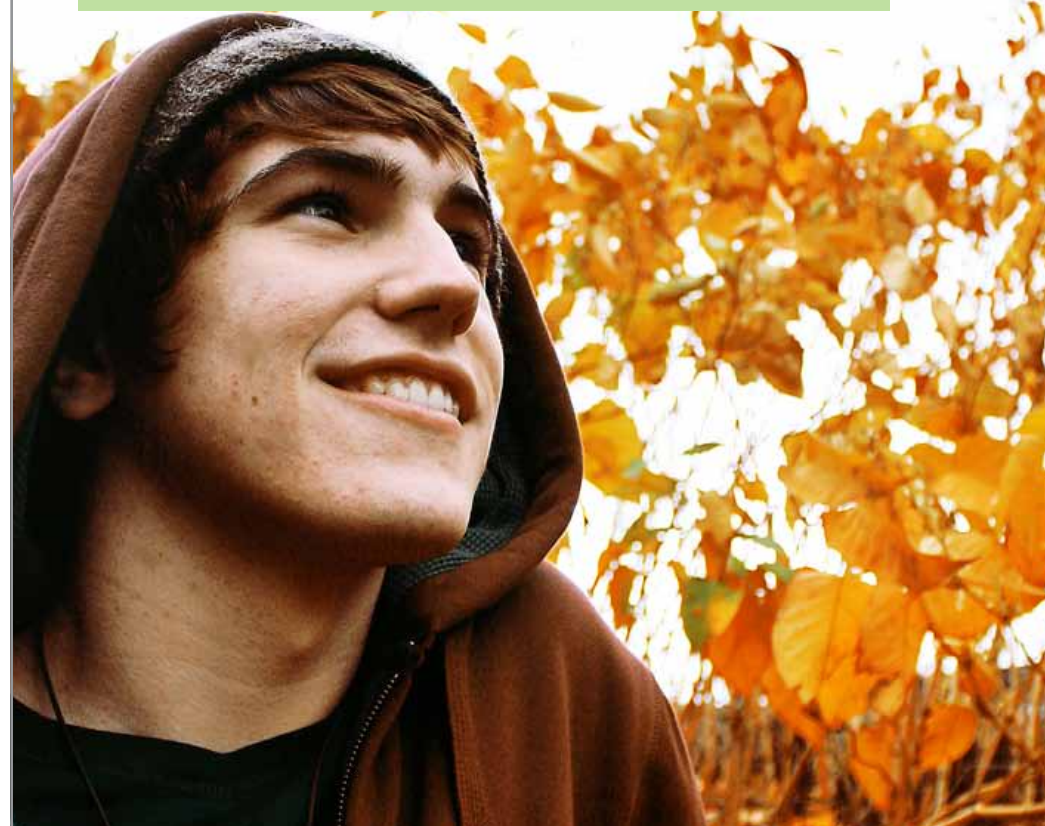
ECO SHIRT OVERARCHING TARGET CONSUMER LIFESTYLE



LOVE FOR THE LAND



FINDING BEAUTY IN NATURE



ECO SHIRT OVERARCHING TARGET CONSUMER LIFESTYLE



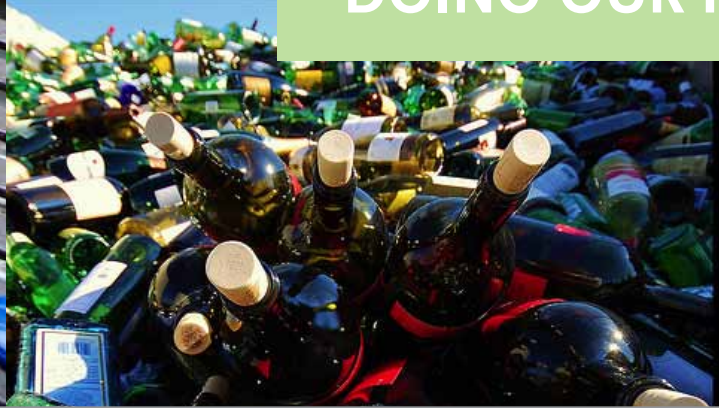
THE LITTLE THINGS WE DO CAN MAKE A BIG DIFFERENCE



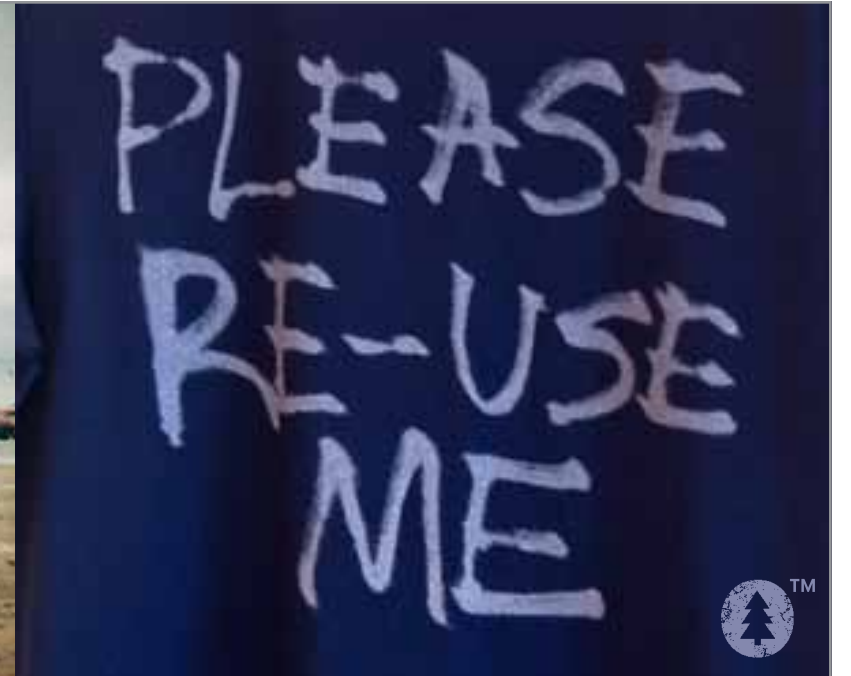
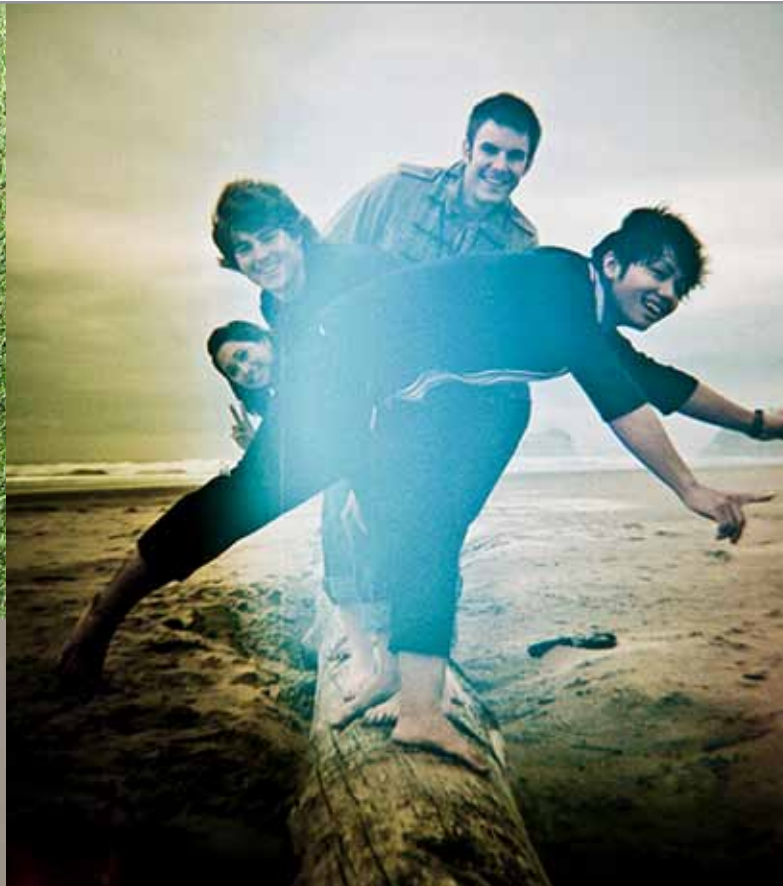
SUSTAINABLE LIVING



DOING OUR PART DAILY



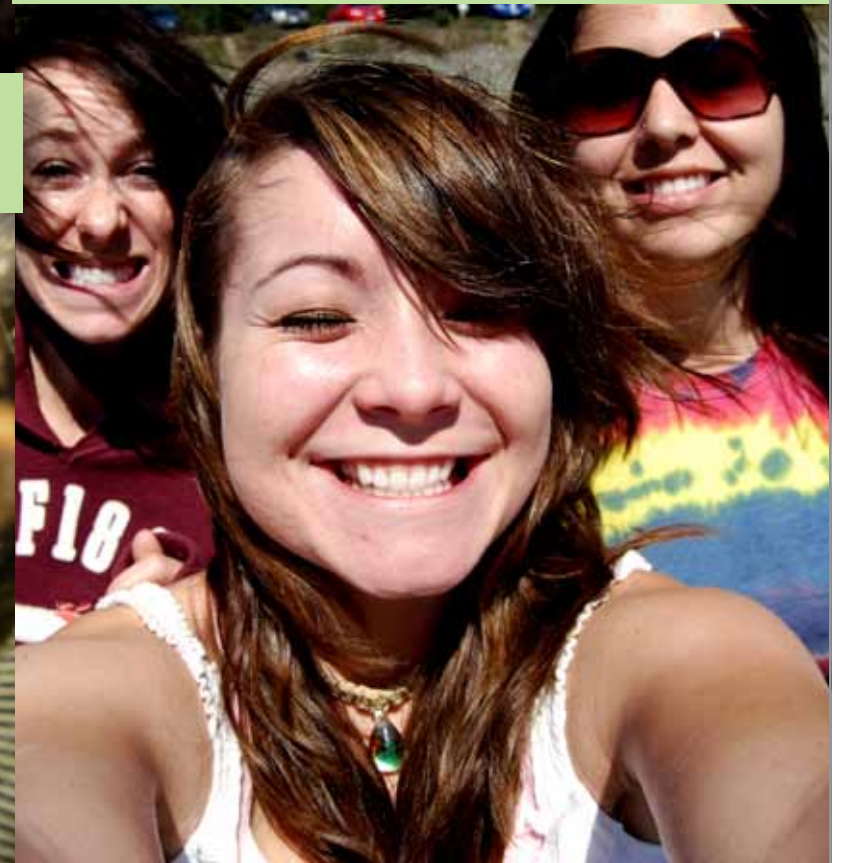
ECO SHIRT™ OVERARCHING TARGET CONSUMER LIFESTYLE



LIVING IN THE MOMENT

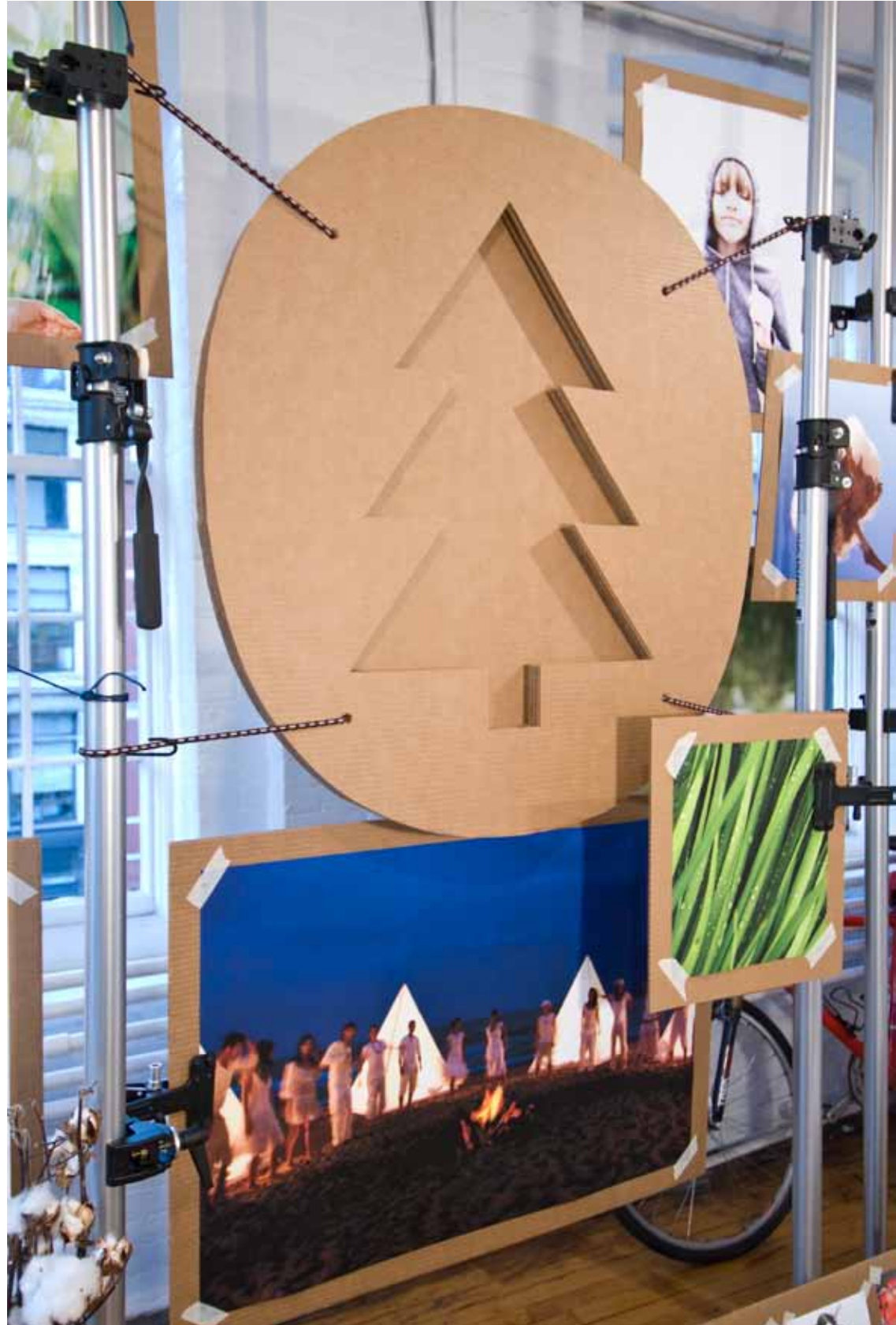


PEACE, LOVE AND LAUGHTER





brand presentation





brand presentation







**ECO  SHIRT[®] PRODUCT
DEVELOPMENT SNAPSHOTS**



brand presentation



ECO SHIRT MEN'S KNITS
CORE ITEMS



S/S CREW NECK TEE



L/S CREW NECK TEE

CORE ITEMS



S/S CREW NECK TEE



RACER BACK TANK

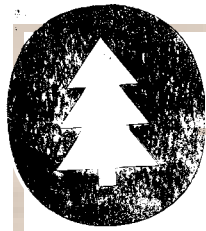


L/S HENLEY



S/S V-NECK





EC POCKET V S/S - W3506K

DEVELOPMENT RECAP

Spec:	TOPS	Date:	2-8-10	Label:	ECO SHIRT	Body#	W3506K
Season:	FALL 2010	Size range:	WOMENS	Woven	KNITS	FIT NAME:	
Description:	EC pocket v s/s t			RELAXED SHAPED		print ref:	
Fabric info:	slub cotton modal	Content:		Mill:		Price	
Knit info:	jersey	Content:		Weight:	95 gsm b/w	Price	
Design Sketch		Sample size spec		M	rev 1/8	8-Feb	
		Body length HPS	28	27			
		Shoulder to shoulder, e-e	15	15			
		Across frt mid a/h	13	13			
		Across back mid a/h	14	13 1/2			
		Chest, 1" blw a/h	15 1/4	15			
		Waist, at 15" fr HPS	14 3/4	14			
		Bottom opening	15 3/4	16			
		Bottom hem height	3/4	3/4			
		Armhole, straight	7 3/4				
		Sleeve length from c/bk 3pt	13 1/4	14	BTS		
		Sleeve opening width	5 3/4	5 1/2	5		
		Sleeve hem height	3/4	5/8			
		Front neck drop top edge	8 1/2	8			
		Back neck drop top edge	3/4	1			
		Neck width, edge to edge	8 3/4	8			
Neck rib height	1/2						
Pocket W X H X S	4 X 4 1/4 X 3 1/2						
Frt bodice seam below a/h	4 1/2	3 3/4	3				
Trim Details							
Stitching Key	Item	Type	Position	Size	Clr	Amt.	
Edge stitch: ES	Safety overlock: SO	Button					
Top stitch: TS	Zig zag stitch: ZZ	Button					
Single needle: SN	Cover stitch: CS	Ribbing					
Double needle: DN	Bar tacks: BT	Zipper					
Triple needle: 3N	Chainstitch: ChS	Thread	interior	interior, hem, slvs		dtm	
Sideseam:	Neck:	set in no ts	Thread	back neck tape on the exterior		tonal	
Hem:	Bodice sm:	ZZ	Thread	zig zag	cb	tonal	
C/Bk seam:	Pocket:	SNES	Thread	zig zag	pocket diagonal seam	dtm	
Slv opening:	Shoulder:	SNChS					
Finishing:	Wash:	GARMENT					

STYLE CHANGES:

- Raise diagonal seam 3/4" up from the V. New position is 1 3/8" at v, to 3" down armhole at the side seam.

- There is no edgestitch around the neckline. Please remove.

FIT CHANGES:

- Sleeve length 3/4" over spec.
- Reduce sleeve opening to 5". See style w3513k for correct sleeve fit.

ECO



AE



ECO SHIRT® IDENTITY AND PACKAGING

MEN'S CENTER BACK NECK LOGO



MEN'S MAIN LABEL



WOMEN'S LEFT HIP LOGO



MEN'S/WOMEN'S BACK BOTTOM RIGHT FLEECE LOGO



MEN'S MAIN LABEL



POLYBAG

