

# Vitality

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## Local Antique & Art Dealers

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## *Project Iris Clothing Unveils Its Spring/Summer Line That is Both Stunning and Cause-Conscious*

By Lynn N. Capri



Trendsetting women's apparel company Project Iris ([www.ProjectIrisClothing.com](http://www.ProjectIrisClothing.com)) has announced its beautiful 2011 Spring and Summer casual wear shirt line brimming with vibrant floral prints. The company's distinctive garments feature exclusive graphics that pay homage to nature's beauty, premium quality fabrics that feel as good as they look, high-end workmanship that lasts, and a charitable consumerism opportunity to fight hunger worldwide.

Made responsibly in the USA, Project Iris' inimitable apparel retails between \$39 and \$53 and includes v-neck and scoop neck short and long sleeve shirts produced in buttery soft burnout fabric and luxurious ring-spun cotton. Each garment is adorned with original artwork designs unlike anything else on the marketplace, offering women a fresh feminine fashion statement that exudes casual sophistication. Available prints, offered on an array of Spring and Summer shirt colors, include "Willows," "Lotus Watercolor," "Queen Anne's Lace," "Dandelions," "Lunaria," "Mums Bouquet," "India Blue Feather," "Hummingbird," "Painted Garden," and "Spring Blossoms" among other nature-inspired images.

Combining style with substance and women's advocacy, Project Iris has partnered with World Food Program USA ([www.wfp.org](http://www.wfp.org)), the largest humanitarian agency fighting hunger worldwide. Through this affiliation, a portion of each Project Iris sale provides nourishing meals for new mothers and their children in the most poverty-stricken parts of the globe.

"There is a lot more to Project Iris than the striking clothes we produce," said company President and CEO Neil Hoynes. "This brand was developed with a purpose ~ to give women who like fashion an opportunity, through their own social consumerism, to easily contribute to causes that help other women. We're spreading a message of giving and hope that is reflected through Project Iris fashions designed and manufactured with great care. With this line, we intend to raise awareness, and funds, to positively impact world hunger, malnutrition and the health of women and children in developing countries. Our initial contribution to World Food Program USA provided meals to more than 12,500 mothers and children in need."

Caitlin Masters of World Food Program USA underscores the importance of such commerce-driven contributions, noting, "No issue is more urgent, or more foundational to other development goals, than getting maternal and child nutrition. The support from private business, such as Project Iris, to provide financial backing for this specific cause is vital to providing the necessary aid."

Project Iris clothing is available to consumers online at [www.ProjectIrisClothing.com](http://www.ProjectIrisClothing.com) and offline at discriminating retail clothing, resort, spa, yoga, and fitness boutiques nationwide.

Learn more about Project Iris clothing and its effort to help stem world hunger online at [www.ProjectIrisClothing.com](http://www.ProjectIrisClothing.com), on Facebook at [www.facebook.com/projectirisclothing](http://www.facebook.com/projectirisclothing) and via Twitter at [http://twitter.com/Project\\_Iris](http://twitter.com/Project_Iris).