

NEWS from UNEARTHED

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LOCAL DESIGNER DEBUTS HEMP CLOTHING LINE IN VIRTUAL REALITY

Exclusive Digital Fashion Show During Los Angeles Fashion Week in February

MANHATTAN BEACH, Calif. [Dec. 21, 2020]—Hemp-based summer fashion line “UnEarthed” will be premiered through an immersive virtual reality (VR) show at Los Angeles Fashion Week by local Katie Frederick. The line features comfortable, ready-to-wear fashion designed for modern professional women transitioning back into the office in the wake of the COVID-19 pandemic.

The show takes place on Monday, February 15, 2021 at 8:00 pm with an entirely digital presentation to ensure the safety of all participants amidst the COVID-19 pandemic. Invited guests will be provided VR goggles for a fully immersive experience from home, but the show will be viewable on mobile devices with limited VR capabilities.

Through this digital experience, Frederick hopes to inspire her audience to connect with others around the world through art. The models featured in the show are located around the globe, with models from six continents.

“I’ve always been inspired by nature and that’s reflected in the UnEarthed line’s earth tones,” said Frederick. “I also wanted to incorporate a lot of neutrals so it would be easy for women to mix & match pieces.”

More-more-more



Frederick is an emerging designer who's passionate about creating high-quality fashion with minimal environmental impact. She's been a vocal critic of 'fast fashion' industry standards that are [detrimental to our environment](#).

Hemp fabric creates a significantly smaller environmental footprint than cotton as it only requires one-third of the water to grow hemp and produces up to 260% more fiber. The fabric is also softer, more durable, and more breathable – making it the ideal balance of sustainability and comfort.

UnEarthed has partnered with Emma Watson to host the show. As a globally recognized actor, humanitarian, and U.N. Women goodwill ambassador, Watson embodies the show's theme of global connection.

Frederick is also proud to have Watson's support as a fellow advocate for sustainable fashion.

The UnEarthed line features comfortable, office-appropriate summer looks designed for the modern professional. All pieces are made from a lightweight hemp fabric and draw from a palette of neutral earth tones including olive green, beige, taupe, cream, and light brown.

Products will be available for purchase in U.S. sizes 0-20 beginning in May of 2021 at Nordstrom and Saks Fifth Avenue. More information about the line can be found at www.uneearthedla.com.

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UnEarthed was established in 2020 as a hemp-based clothing company by passionate environmentalist Katie Frederick. Its inaugural collection will be available in the summer of 2021. The company is committed to sustainable clothing manufacturing.

Tweetable news summary: Hemp-based summer fashion line "UnEarthed" will be premiered in virtual reality at Los Angeles Fashion Week by local Katie Frederick.

