



# News Release

2 May, 2013

**TREND:** Earthy gear for the modern day greenie  
**FACT:** Just Launched  
**WHERE:** [www.treehugga.com.au](http://www.treehugga.com.au)

Fresh on the net Tree Hugga offers earthy souls a gorgeous eco-friendly online shopping spot and an active social hub to share, learn and purchase natural alternatives to mass produced products.

Tree Hugga's philosophy is to ensure they provide ethically minded people with a diverse range of organic, sustainable, recycled and/or fair trade products from Australia and around the world. If a product is not one or all of those things, you won't find it on the shelves of the Tree Hugga e-store.

With the ever growing trend for modern day men, women and children to do their part to look after the world and their bodies without forgoing the gorgeous luxury items that we have become accustomed too, it's clear that quality boutique stores such as Tree Hugga will have an ever increasing following.

Organics alone has been reported to now be one of Australia's top five growth industries and is becoming main stream. (Biennial Independent Australian Organic Market Report 2012), so goods which are recycled, sustainable and fair trade are bound to soon be following a similar trend in popularity.

Tree Hugga's product ranges fall under several categories which have been developed to ensure there is something available for everyone:

#Eat & Cook #Live & Play #Wear & Explore #Beautify & Nurture

Organic coffee, tea and chocolate... recycled and hip shoes for children... organic t-shirts and beauty products... fair trade toys and gifts... bamboo i-phone cases and sunglasses... jewellery and much more...

Tree Hugga aims to inspire, motivate and empower shopping enthusiasts to make responsible choices which will have a positive impact on their own wellbeing and the wellbeing of the earth.

The company aims to be a company with an international outlook, dedicated to supplying high quality products inspired by nature which are only organic, recycled, sustainable or fair trade products whilst supporting local and international environmental and charitable groups along the way.

Created and developed by Peter and Kylie Davies whom both have a passion for beautiful earth friendly items, Tree Hugga operates from the relaxed coastal beach town of Copacabana, NSW Australia.

**e- shop now open:** [www.treehugga.com.au](http://www.treehugga.com.au)

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