

PRESS RELEASE FOR IMMEDIATE RELEASE

***Piado Debuts Fashionable, Bold, Eco-Friendly
"Colors of Life" Underwear Collection***

Independent brand distinguishes itself with sophisticated styling, incomparably comfortable fabric, and a uniquely "green" approach to fashion.

(Atlanta, GA, USA) – Out with the bland and in with colorful bamboo basics, announces the revolutionary design label *Piado*. The immediately recognizable *Piado* style is essentially defined by three things – distinct fabrics, modern and sophisticated design, and eco-friendly products.

Piado is currently launching its "Colors of Life" collection of underwear made from 94 percent bamboo, a natural fiber with superior properties than cotton in terms of being lighter, softer, cooler and more comfortable. The boldly attractive "Color of Life" collection for men features four of the most loved colors – injecting some long overdue vigor and vitality into the typically dull and lackluster men's underwear sector of the fashion industry. Bamboo, the fastest growing plant on the planet, may quickly evolve as the most fashion forward, comfortable, and environmentally conscious underwear fabric in the fashion world – as both men and women are becoming fans of the independent brand.

Chris Fofiu, spokesperson for *Piado*, explains that the company's first aim is basic – transforming often overlooked underwear from a simple, mundane necessity into a chic and modern fashion item. "We strive to make high quality products with classic substance and without one iota of compromise," he says. "As a result our products appeal to those concerned about the environment as well as to people with a refined sense of style and a discriminating eye for great design."

Fabric primarily derived from bamboo perfectly compliments the *Piado* philosophy and is ideally suited for its uncompromising approach to fashion. Bamboo fibers are naturally and organically more absorbent, antibacterial, odor resistant, and fresh. Beyond that, the bamboo plant is exceptionally sustainable, helps reduce carbon dioxide gases that contribute to global warming, and is grown without chemicals or pesticides. *Piado* not only uses bamboo fabric and recycled paper packaging but is proactive about promoting green practices by partnering with environmentally conscious businesses and sharing its own profits with deserving environmental organizations.

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Contact:

Piado

Chris Fofiu

inquiry@piadostyle.com

+1 (678) 685 - 8868