

**For Immediate Release**

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### **IN PURSUIT OF SUSTAINABLE FASHION**

Detroit, MI — Tracy Reese will launch the Fall/Winter collection for her new sustainable brand Hope for Flowers by Tracy Reese on December 23, 2019 at apparel store *Détroit is the New Black*.

“I didn’t like what was happening with the production cycle—everyone wants their clothes fast and cheap, and that’s irresponsible. It causes real damage to our planet, to our economy, and to so many people,” says Tracy Reese. “I wanted to be part of the design process again from start to finish and I wanted the cycle to slow the hell down.”

Hope for Flowers by Tracy Reese is a brand born from self-responsibility and the intentions to give the people of Detroit a promising future, as well as the planet. In using the slow-fashion model and 100% organic materials, Reese is insuring each and every collection from the brand will be eco-friendly. With Hope for Flowers being located in Reese’s native, she is able to partner with a small factory nearby in Flint, Michigan, which employs women who are reentering the workforce and want to learn new skills. The designer is also using her brand to empower women and young people through arts programming in her hometown of Detroit. Some pieces in the collection are created with the help of students from Cass Technical High school.

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The designer's brand, Hope for Flowers by Tracy Reese, is full of on-of-a-kind prints and patterns that are made of ethically-sourced materials. Staying true to her mission to design with the goal of making women feel good, the brand will also include her signature silhouettes and feminine detailing. "The brand speaks to the flower of creativity that must be nurtured in every person" say Reese. Each piece will be handcrafted and made with intent. What sets this brand apart from her previous brands are that the collections are being made in smaller quantities and will be shipped to selective retailers. Hope for Flowers promotes a community of responsible fashion to attain positive social impact.

The Fall/Winter 2019 collection will debut the pieces that are simply elegant and timeless. Instead of polyester or blended synthetics, the collection's pieces are made with natural fibers like silk, Tencel, Lyocell, organic cotton, and organic linen. The 11-piece range includes essentials in vibrant shades of red and yellow, along with party-ready floral and butterfly prints. Featuring the signature silhouettes of Tracy Reese's designs, the collection also includes sleek and boldly printed maxi dresses, simply midi dresses with elaborate detailing and tiered, ruffled blouses with botanical motifs. This collection will be exclusively available at *Détroit is the New Black* and *Anthropologie*.

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Please join  
to celebrate the launch of

Hope  
*for*  
Flowers

*by* Tracy Reese

Fall/Winter 2019 Collection

Monday, December 23, 2019

6:00 pm - 8:00 pm

at

Détroit in the New Black

1430 Woodard Avenue

Detroit, MI 48226