

## EL NATURALISTA ONLY SPANISH SHOE BRAND AT THE ETHICAL FASHION SHOW IN PARIS

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PAMPLONA, Spain, September 28th 2006 – El Naturalista was chosen to present its Spring-Summer 2007 collection at the Ethical Fashion Show in Paris as the only Spanish shoe brand. The 3rd edition of this event will take place on October 13th - 16th at the Tapis Rouge en Paris. The trade days are reserved for professionals, Sunday 15th of October the fair will be opened for the general public.

Runway shows, Round Tables, Exhibitions and Showrooms will take place over the 4 days. Over 60 designers from all over the world will present fashion that respects people and environment, and one of it is El Naturalista. The event is a great mixture between ethical and ecological conscience and on the other hand cool and urban design - exactly what El Naturalista is all about.

At the booth the new models as well as our existing lines will be presented. Every line is inspired by a journey of our designers – and every single outsole represents this fact. To read the inspiration stories visit [www.elnaturalista.com](http://www.elnaturalista.com) and click on products. There are 3 new additions in the lady's collection (Atlantis, Solea and Papua) and 2 in the men's collection (Troia and Via Andante).

### CHARITY – Project ATAUCHI

In 2005 El Naturalista created the Charity Project ATAUCHI. El Naturalista is working together with non-profit organisations, which are providing international development aid. PROJECT ATAUCHI was developed in the autumn/winter collection 2005 – to improve the education in the north of Peru and built a new school for the youngest members of society. A part of the revenues from the Nasca collection (of every season) directly goes into a development project for children in disadvantaged areas of the world. For this new AW06 season all profits generated by this collection will be donated to build another school for disabled children (children with the Down syndrome) and abandoned or orphaned ones.

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#### ABOUT EL NATURALISTA

El Naturalista was founded in 2002 in Spain by our General Manager Pablo de la Peña. Whilst creating the company he already had a certain concept in mind - he wanted to create a global shoe brand inspired by nature - comfortable and still trendy. The final product that El Naturalista offers is young footwear, comfortable and in accordance with the values of nature as well as with its own brand values. Happiness is for El Naturalista concerning footwear: comfort. El Naturalista is present in 34 countries all over the world and has 3 own shops (Taipei, Berlin and Helsinki). More shops are soon to follow.

[You can find this press release here](#)