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GREENHOUSE STUDIO LAUNCHES CUSTOM GROWN DENIM

Los Angeles, CA—May 15, 2002-- GreenHouse Studio, an innovative original art design firm, today unveiled its GreenHouse Denim line (GH) – a limited edition, one-of-a-kind vintage denim couture created through a union between original art and custom styled, reengineered denim.

GreenHouse creates fashion iconography; each pair of jeans is individually styled with hand detailing and original created art. Combining timeless elements such as vintage denim and original art creates an expression, which transcends trends. The path, which these jeans have traveled yield a unique and individual aesthetic of a passage of time and history. The jeans are then further imbued with spirit, as they are hand painted to truly define them as a canvas in motion. The collectors of this art become yet another layer of content as their own unique individuality is expressed through their experience with the art piece.

Sister and Brother team, Sandra and Nick Florez combine their passions, art forms, and vision for vintage to the forefront of fashion. As individuals, they do so through exploration of traditional and contemporary art forms, fashion, style, and a deep respect for self-expression. Strengthening their bond as a brother and sister team, they collaborate intuitively towards their creative goals. In the same manner that a greenhouse allows rare and precious flowers and plants to thrive, their creations are nurtured in their own GreenHouse Studio, which provides them with a creative environment for their talents and vision to flourish.

Sandra is a formally trained visual artist from Texas and has currently been continuing her visual work through painting. She has been requested for group exhibitions in Chicago, SOHO NY as well as selected for group exhibitions from San Francisco and Dallas museum curators.

Nick's passion for art, dance, and drama mirror those of Gianni Versace. He has been exploring his art as a performance artist and image/fashion stylist in Los Angeles. His professional experiences have allowed him to be part of several world tours including Britney Spears and Janet Jackson.

GreenHouse denim is a premier product targeted for top tier retailers and boutiques.

EDITORS NOTE: To view GreenHouse Studio's full line of original art and ARTicles, visit our website at <http://www.greenhousestudio.com>.

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