

Green stamp: Sustainability is chic

By Jill Radsken | Wednesday, April 16, 2008 | <http://www.bostonherald.com> | **Style & Fashion**

Earth Day is a week away - just enough time for fashionistas to cut a more flattering carbon footprint. Here are some stylish ways to save the Earth in your home, in your closet and around town:

Tote bag options - a reusable alternative to paper or plastic - are getting out of control, but Timberland's take is the most original. The company fashioned its new bag line by recycling two fall billboards (they advertised planet-friendly Earthkeepers boots). Every bag is an original. \$25 at Timberland, Cambridge and Peabody.

The kids at Artists for Humanity in Boston have found beauty - and irony - in the hated water bottle. It's featured in their limited-edition collaboration with Keds, **Champion slip-ons** featuring multicolored water bottles with wings. The canvas upper is 100 percent organic, and the sole is made from 25 percent recycled rubber. Plus, \$1 from each purchase benefits the groovy nonprofit. \$50 at keds.com.

Raffaele Ruberto believes skin care should be modest and effective, but not boring. His Connecticut-based **Mod.Skin** line of cleansers, lotions and a face polish fits that formula. From \$22.99 to \$44.99 at Whole Foods.



Be green on the greens. Greg Norman's G-Tech collection of **golfwear** has several eco-chic pieces including a textured polo and zippered fleece, both made from recycled polyester. \$65 (polo), \$85 (fleece), at gncollection.com.

Stay organized in style with this **Pulp Recycled Bulletin Board** by Umbra. Slide in pictures and appointment cards or pin them in. \$28.95 at delight.com.

Sustainable Collective's spring collection is reversible, convertible and, most importantly, fashionable. Its newest nonchemical dye - "soleil" - is a citrus shade derived from weeds. \$42 to \$200 at Envi, Boston.

You know green has gone mainstream when such companies as Guess go eco-chic. The denim brand recently launched a **Guess Green** line of jeans, tees and tank tops. Ten percent of denim sales go to the Environmental Media Association. \$178 at Guess, Boston, Cambridge and Natick.

You won't leave Totes' new **eco'brella** in an umbrella stand. The canopy is made entirely of recycled plastic bottles and the frame of 70 percent recycled metals and plastics. Even the handle is made from sustainably-farmed bamboo. \$30 at select Macy's and totes-isotoner.com.

"Squeaky Green: The Method Guide to Detoxing Your Home" tackles housecleaning room-by-room. Written by Method founders Eric Ryan and Adam Lowry, the book leans heavily on reading labels. But such disturbing facts as "there's beef fat in fabric softeners and dryer sheets" will shake the apron off anyone. \$16.95 at bookstores.

The Sundance Channel has partnered with Barneys New York and Loomstate to launch a first of its kind, national **T-shirt recycling** program. Drop off your old tees at Barneys in Boston and Chestnut Hill and receive a 20 percent discount on Loomstate menswear and womenswear through April 27. Loomstate will restyle the shirts for a limited-edition T-shirt collection to be sold at Barneys this holiday season. Proceeds from the program will benefit 1% for the Planet.

Article URL: <http://www.bostonherald.com/entertainment/fashion/view.bg?articleid=1087308>

Related Articles:

Post office offering postage-free recycling program for old electronics
</news/national/general/view.bg?articleid=1085577>

Event looks to link eco-friendly cos. to consumers
</business/media/view.bg?articleid=1082880>

[Contact us](#) | [Print advertising](#) | [Online advertising](#) | [Herald history](#) | [News tips](#) | [Electronic edition](#) | [Browser upgrade](#) | [Home delivery](#) | [Herald wireless](#)

Save on Boston Herald Home Delivery

[Jobs with Herald Media](#)

For back copy information and more information on other collectible copies please call 617-426-3000 Ext. 7714. [Click here for Patriots and Red Sox back copies](#)



© Copyright by the Boston Herald and Herald Media.
No portion of BostonHerald.com or its content may be reproduced without the owner's written permission. [Privacy Commitment](#)