



Go Green Fashionably with Eco-Friendly Clothing & Accessories

Being Eco friendly seems like it should be a no brainer. Recycle your plastic bags and bottles, use less water and energy, eat vegetables and fruits that don't use pesticides, and drive environmentally safe cars. Not so hard, right? Well, for many of us change is not that easy. So, thank goodness there are people in this world out there taking the initiative to make choosing to go green a little easier to implement.

One designer that has made a difference in the movement towards eco-friendly fashion is **Linda Loudermilk**

. Below is an excerpt from her website which tells just a portion of what she has done to make a change in this world.

"Visionary couture and eco-designer Linda Loudermilk has been named by "W" Magazine as one of the top 20 innovators to watch. Coined as the "Vivienne Westwood of eco" by Elle Magazine, Loudermilk has spearheaded the creation of a new, luxury eco™ lifestyle, blowing old concepts of environmental living out of the water. Through her revolutionary designs and radical spirit, Loudermilk has redefined sustainability as something alluringly sexy, fun and edgy.

Our fabrics are made of sasawashi, bamboo, sea cell, soya and other exotic self-sustaining plants. Our belief is that the clothing and accessories we wear, the products we use and the vehicles we drive are a perfect conduit for the spirit of this complex, colorful and rockin' earth: this is luxury eco™."

Linda's hard work and amazing couture designs don't stop at just her use of natural resources. In support of a cause I think we would all agree is important, she also carries a line of T-shirts and tanks that read "Water is a Human Right." If you would like to make a difference and help spread the word you can go to her website and make a contribution to the world at www.lindaloudermilk.com

click on her name and then on her mission line to purchase a T-shirt. With your purchase of these Linda Loudermilk Water is a Human Right products, a generous donation will be made to

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Written by Arianne Zucker

Monday, 20 October 2008 23:50 - Last Updated Thursday, 10 December 2009 17:56

the YEW Foundation to support organizations with clean water initiatives.

Whether big or small, it is exciting to actively make a difference, create change and positively transform the world that we are so fortunate to live in. As an actor, entrepreneur, and small business owner, I feel a responsibility to bring awareness to those around me and in turn have you spread the word. Just imagine what we can do together. My mission at Lowd Suga' jewelry is to begin my own quest of making a difference. What choices can I make that allows me to design jewelry that is beautiful without further damaging the earth?

In addition to diligently researching more green strategies for the future, Lowd Suga' is implementing greener business practices today starting with designing jewelry that is inspired by three things – acting locally, reusing and recycling.

What Lowd Suga is doing to reduce its footprint:

The focus of our initial green efforts will be in the following three areas:

1. Acting locally -- We are focusing on finding materials, stones and vintage pieces for our designs right here in LA.
2. Re-use – Challenging their creativity and resourcefulness, Lowd Suga' is constantly looking for ways to repurpose vintage pieces, stones or embellishments for the Lowd Suga collection.
3. Recycle – At Lowd Suga', the goal going forward is to use primarily recycled metals and design pieces that use little or no metal at all. In an effort to reduce the environmental impact of this industry, there are new processes being developed to melt down metals that already exist (meaning they were excavated prior to 2008) and reuse the metal source which in turn makes recycling a more feasible solution while also reducing the pollution levels on the environment which Lowd Suga' is committed to supporting.

Why Jewelry has such a large footprint:

What many consumers may not know is that the excavation of metals is one of the leading sources of pollution on earth and that the jewelry industry is one of the major reason for this

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excavation. Since most jewelry is made of or with some kind of metal it is clear that those in the industry need to re-evaluate the impact they have on the environment and do what they can to minimize our footprint.

From the ground, through the purification and shaping process each individual necklace, earrings, bracelet or ring has been down a long road that is wrought with negative environmental factors. It is for this reason that Lowd Suga' is committed to changing the way they do business.

Lowd Suga's "Green Line" is up and running and will continue to grow. Please go to www.lowd-suga.com to see what is new (or should I say recycled) each month. Spread the word around the world and go green! Until next time my friends.....

All My Best,
Arianne