



PROJECT EARTH DAY: USGBC Emerging Green Builders NY (EGBNY) presents a sustainable fashion show celebrating Earth Day

NEW YORK -On April 19th, 2007, EGBNY will present the “**Project Earth Day**” fashion show, an eco-friendly fashion event celebrating Earth Day. The runway show will feature a stunning display of the latest apparel and textile designs in organic or recycled fibers, and found materials by up and coming designers. The show is co-sponsored by Teknion, o2-NYC, and Green Drinks

“Project Earth Day” is a showcase of hot, emerging designers on the green scene, the future of fashion. Ecoconscious men and women can preview clothing from upcoming collections, and learn more about the advances in eco-friendly fashion, no longer the domain of scratchy hemp and shapeless silhouettes

EGBNY is part of the USGBC NY Chapter. The Chapter mission is to promote green building in the NYC area. “EGBNY members are young, creative professionals in the building, architecture and interior design fields,” said Molly Garretson, EGBNY member and the fashion show liaison. “We wanted to throw an event that would not only be fun, but would bring together similar creative, eco-conscious people in another yet related area of design.”

Teknion, an office systems and furniture company with a strong commitment to sustainability practices, will host the event at their beautiful, new Chelsea showroom. “Teknion is actively pursuing sustainable development throughout the organization,” said Richard Calandrella, Teknion’s Regional Manager in the New York market. “We are thrilled to be involved in such an extraordinary event that celebrates Earth Day and all that both the fashion and interior design industries are doing to lighten our impact on the planet.”

The evenings other co-sponsors o2-NYC and Green Drinks NYC, are local affiliates of larger organizations dedicated to the environment. O2-NYC, a network of sustainable designers, is the New York City chapter of the o2 Global Net, an international eco-design association with active members worldwide. Green Drinks is a monthly networking party for anyone interested in environmental issues, held at a different bar each month. Currently 183 cities worldwide host Green Drink nights

Not only a unique opportunity for talented fashion designers, the event has attracted the participation of some of the most creative makeup artists, hair stylists, graphic designers, stylists and runway models. The runway will be specially designed by an EGBNY member Amber Nelson and built from innovative architectural materials. The night will feature a student competition, judged by a panel of industry leaders, with the winner awarded a cash prize of \$1500 and a mentorship opportunity. In addition, several emerging fashion designers will put together small collections made from donated textiles.

What will we be wearing tomorrow? Come join us and see the beautiful future of sustainable style

To learn more about this program visit <http://www.egbny.com> or email fashion@egbny.com

Information about the event sponsors can be found at:

<http://chapters.usgbc.org/newyork/index.htm> www.teknion.com

www.green-links.org/weblog/greendrinks.php www.o2nyc.org

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Emerging Designers

aGain NYC



aGain NYC's some-of-a-kind products are made from rescued or repurposed materials and transformed into stylish accessories for modern life. Environmentally and socially conscious, aGain products are made in the USA and a portion of our profits are donated to environmental charities. Designer Allison Teich scours thrift stores and garage sales for unusual vintage fabrics, buttons, ties and belts to create her unique line of handbags. By creatively transforming materials from bygone eras into reliable bags and accessories, these materials are revived into functional and fashionable fits to your everyday life.



AuH2O

AuH2O is environmental and socially conscious clothing line and store owned by Kate Goldwater. AuH2O clothing is made of 100% recycled materials such as old t-shirts, button-down shirts, ties, vintage and costume dresses and anything on its way out. Goldwater cuts up, rearranges, embellishes and reconstructs to make unique recycled clothing creations. Goldwater sews all of her one-of-a-kind pieces in her store and offers custom alterations on the spot without charge. AuH2O is located on 84 E. 7th St. between 1st and 2nd Avenue.



Charmoné

Our mission is to create beautiful, luxurious, sexy shoes that are also sustainable and cruelty-free. Every shoe incorporates European design and quality while using only animal-free, eco-friendly materials. We believe no one should sacrifice their style conscious just to serve their social conscience. Charmoné is focused on compassionate design.

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Contessa d'Eleganza

Born in Stockholm , Sweden, Heidi Schaefer was trained as an Interior Designer in London. Contessa d'Eleganza is in honor of the ancestral heritage of Handarbeit witnessed in both of her Grandmothers combines elegance from times past with one idea of looking at our resources and behaviour in a different way. The Cravattes are made from vintage silk ties, some adorned with brooches, semiprecious stones or lace and transformed into a feminine equivalent.



Covert

Designed for the contemporary global customer who is looking for something comfortable, distinctive, fashionable and socially aware, Covert can be appreciated for its meticulous attention to detail, innovative and eco-friendly fabrics and finishings, as well as an awareness and counter-balance of the negative effects fashion has on the environment. Some of the natural fibers used in the collections include organic cottons, soybean, bamboo, linen, ramie and tencel.



Doie

Doie was born from the idea that it is possible to be stylish and comfortable while still helping to protect the environment. Each versatile piece is made from a combination of bamboo jersey, an incredibly soft and breathable earth-friendly fabric, and 100% silk trim. The pieces transition seamlessly from lounging to lunching and from day to night. Doie is made from the highest quality fabrics and is produced locally, in New York City.

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Ekovaruhuset

Ekovaruhuset = House of Organic Products

It's not easy being green, especially in the hyper-competitive fashion industry, where all too often, survival depends on meeting the bottom line. Cheap labor and lax environmental regulations will have some less fortunate countries feeling the economic, social, and ecological effects of this season's trends years after they've been collecting dust in our storage units. For us at Ekovaruhuset, fashion cannot be luxurious, stylish, or sexy if it is not sustainable, environmentally sensitive, and socially responsible. So we decided to redefine what it means to own truly luxurious, fashion-forward clothing and accessories for both men and women.

Entermodal



Born of the idea that design can be a force for positive change, Entermodal bags redefine the meaning of luxury leather goods and how they integrate form, function, and sustainability. In the heart of Portland's celebrated Pearl District, master bag designer Larry Olmstead draws on nearly two decades of experience to combine old world fabrication techniques with modern elegance and styling. Entermodal uses both their world-class Italian factory and their in-house Portland facility to handcraft the bags to perfection. Besides giving them unique flexibility, this allows Entermodal to continue to support local industries, education, and to promote a dying trade in America.



Loyale

While working at traditional design companies, Jenny Hwa began to notice a dearth of stylish clothing made with regard for the environment. Her convictions, coupled with her work experience at Catherine Malandrino, Chaiken and Jill Stuart, as well as her business and fashion degrees from Dominican University and F.I.T. laid the foundation for the creation of loyale. loyale's philosophy is three fold: translate runway trends, create functional clothing and be cognizant of our role in society and on the environment. The intention of loyale is to create fashion-forward, accessible clothing that is made locally with sustainable fabrics and to amend the current business philosophy that the ecology and society have to be compromised in order to make a profit.

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NIT

Sculpt, mold and invent a wearable art. Fashion that is engineered organically and evolves naturally through the process of energized creativity. No rules, no trends, pure invention with a passion for form and the shape and curvature of a human body.

Sculpted knitwear accessories that play with geometric shapes and are manipulated to form soft visors and intricate twists that emphasize the desired unique shapes and are accented with hard metal snaps and closures to bring an edge and signature quality to each piece.



Nature vs. Future

The birth of 'naturevsfuture®' was in the spring of 2002 by Brooklyn born Nina Valenti. Launched 6 years after graduating Parsons & designing streetwear, Valenti needed to create her own line that would expose her unique aesthetic. The name was inspired by the designer's belief that there is a constant struggle between nature and future, a tension between organic forces and technological ones. Mixing natural & sustainable fibers like organic cotton, hemp, soy, bamboo, seacell (seaweed), tencel (wood pulp) with recycled fiber fabrics such as POP (recycled soda pop bottles) and INGEO (created from corn) along with synthetic fabrics like polyethylene and spandex, she creates pieces that have a futuristic edge yet are inherently classic.



Ryann

Raina Blyer, the founder and designer of Ryann, has been sewing since learning from her mother at the age of three. Born in Brooklyn she later attended the University of Massachusetts studying holistic health; and later received her degree from New York's Fashion Institute of Technology. Ryann was created as a way for Raina to address her concerns about the many negative impacts of the fashion industry by combining her background and passion for fashion with her deep concern for environmental and social issues. The fabrics featured in the line are made from organic cottons, hems, bamboo, soy, and recycled polyester. All of the clothing is produced in New York and is sweatshop free.

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Rust Belt

Rust Belt is the collaborative work of designers Anna Barrio of Field & Fountain & Page Neal of F190. Rust Belt aims to create social, economic, and environmental value through sustainable practices at all levels of the design process, not only by using salvaged materials in our products and maintaining involvement in our materials' cycle but also through design education projects. Our intention is to redefine the possibilities of what a design label could do and should consider.



Satya

Born in Trinidad, designer Romy Scheroder earned a BFA from Florida Atlantic University, and an MFA from The University of the Arts, Philadelphia, PA. Dealing with issues of social justice and memory, her work has been exhibited in several group and one person shows in the US and abroad, most recently in the 2005 Exit Art Biennial in NY and at the Brunei Gallery, London for the 60th remembrance of the Hiroshima bombing. In addition to her art experience, she has combined her passion for art, fashion and social justice through her new venture as owner and designer, for socially conscious clothing for men and women. Romy's aim, whether in her art or as an entrepreneur, is to promote ethics, values, and idealism.



SDN

The marriage of fine art, fashion and social responsibility culminates in the product of SDN. Two life-long friends, Kyle Goen and Marcus Hicks created SDN out of a love of fashion, a mutual commitment to progressive social/political causes and an excuse to make cool things for themselves. SDN Utilizes recycled t-shirts, sweaters and fabrics to create one-of-a-kind hand-crafted garments and accessories, all made by the artists themselves.

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Terra Plana

Terra Plana aims to be the most innovative and sustainable designer shoe brand in the world. Repairability, lightness, anatomic design, and durability are all important factors for eco-friendly design. Our choice of materials includes special chrome free leathers, vegetable tanned leathers, and recycled materials.



Veja

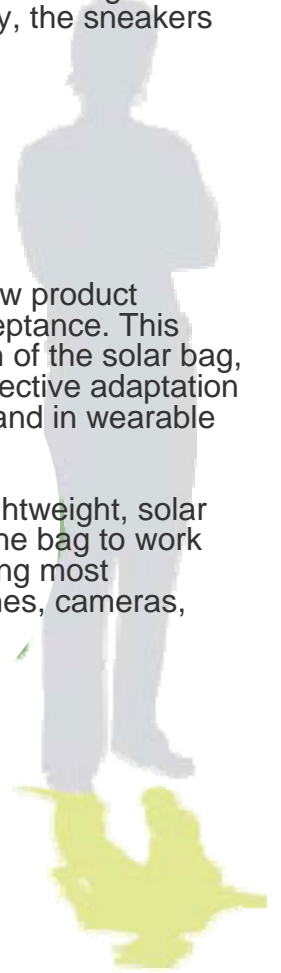
Veja is a French brand, but the shoes are made in Brazil. The soles of these sneakers are made with natural occurring rubber found in the rainforest. Made of very high quality, the sneakers are slick and long lasting.

Voltaic



Voltaic™ solar bags represent an innovative new product category which is now gaining mainstream acceptance. This category was established by Voltaic with launch of the solar bag, and we continue to lead the way, both in the effective adaptation of solar energy to charging mobile electronics, and in wearable technology in general.

Voltaic™ found a way to embed three tough, lightweight, solar panels in the outside of each bag. This allows the bag to work as a mobile power generator, capable of charging most handheld electronic devices including: cell phones, cameras, two way radios, iPods etc.



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Student Competition

Caroline Hou

As an aspiring fashion designer, an entrepreneur, and a green supporter, I cannot ignore the environmental issues we face, in respect to the fragility of the world. I am faced with ideas in my mind that bring me to everyday challenges. How can I prepare for my well being and promote the well being of others and the world? How can we continue life in this century and the Production of goods without further increase in destruction of the natural environment?

I attend Parsons School of Design and currently studying fashion design. I have a vision to communicate the essence of my mind and heart through my work, specifically through fashion, the end product, the costume. The life of the costume is important. The story of the costume is important. My skills as a designer help me to translate my story to others.



Gregory Scott

Gregory Scott Angle, a native of Billings, Montana, moved to NYC in 1995 to pursue a career in music. He attended the Aaron Copland School of Music at Queens College/CUNY, where his concentration was music performance. While a student at Copland, Scott added fashion Design as his minor to his existing degree. At the close of his senior year, Scott designed and constructed a men's and womens line for a school benefit. The show, first of its kind, met with accolades, further fueling his interest in design. In August 2002, Scott debuted his first collection at an art/performance venue in Dumbo. Recently he was a recipient of the 2005 "b Michael Fashion Design" Award sponsored by the ISE Cultural Foundation where he was presented a small collection of menswear. Scott is currently a student at Parsons The New School for Design.



Kacie Rushton

Kacie Rushton grew up all over the country, and moved to New York three years ago to study fashion design at FIT. Having always respected the environment, she only became aware of the movement of sustainability in architecture and design since she has lived here, and cannot ignore the information she has learded. She looks forward to being a part of this growing eco-friendly segment of changing the apparel industry and helping to spread the influence of going green.



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Katie Chae Mae Cadamatre

This is only Katie's first semester in fashion design at Parsons and she is loving every second of it. With a background and a bachelor's degree in illustration from the Rhode Island School of Design, she feels like somewhat of an outsider to the fashion world... but is ready to take whatever challenges come her way! Katie likes earth and hopes it is still around when her grandkids need something awesome and inspiring. She likes to do whatever she can to make sure this happens.

Lauren Conger

I grew up in suburbia and shopped at the mall. Clothing was very much for covering, not for personal expression. My introduction to fashion involved an abandoned kitten, a borrowed sewing machine, and a D.I.Y. sort of friend. Before then, fashion had never occurred to me. I applied to F.I.T., was accepted, and moved to New York. I graduated in January 2007, exactly two and a half years after beginning to sew. During school I turned all my projects into high fashion challenges in sustainability, and continued the concept in the clothing that I have been making and selling since graduating. For me, it is equally important to use (and reuse) sustainable practices as it is to have intelligent, functional and complimentary designs.

Kimberly Pizarro

My name is Kimberly Pizarro and I'm a senior at the American Intercontinental University in Atlanta, GA. After serving in the United States Navy for 6 years I decided to pursue my dreams in the fashion industry. Working with recycled and organic materials was something I have always been interested in. For my senior collection Rags to Riches I'm using recycled fabrics from garments I purchased at second hand shops and organic fabrics such as hemp, cotton and bamboo blends. When I graduate I hope to work for a clothing company that specializes in designing and/or manufacturing environment friendly garments.



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Tiffany L Pek

Tiffany L Pek has always thought of herself as a citizen of world. At an early age, Tiffany lived between Singapore and San Francisco. She studied art history at NYU before going on to pursue fashion at Parsons School of Design. Some of the designers she has worked with include John Varvatos, Theory, and John Bartlett. Adoring icons of fashion ranging from Cary Grant to the Ramones, Tiffany draws from a broad range of influences. Having a cosmopolitan view of the world, she has taken her love of sportswear and socially conscious practices to create a fresh perspective in menswear.

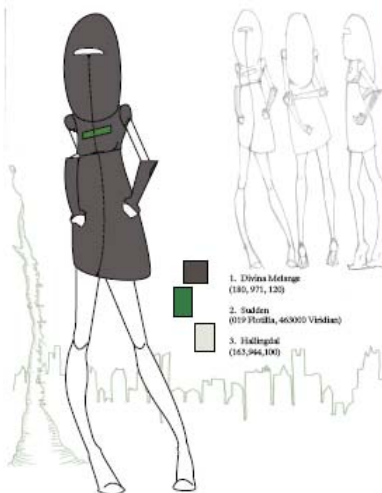
Natalie Washuta

Designed and constructed by recent FIT graduate Natalie Washuta, this piece is hand crocheted using sustainably grown organic Peruvian cotton. The cotton has not been dyed; it is color grown cotton which comes in a variety of earth tones. The dress has a plunging neckline, beaded fringe hem and a crochet "dreamcatcher" lower back motif. Natalie is extremely passionate about environmental issues. She was the president of the Save The Planet Club at the Fashion Institute of Technology, and an intern for organic fashion company Earthspeaks as well as runway designers Cynthia Rowley, and Michael Kors.



Jennifer Kim

Jennifer is currently a Fashion Studies student at Parsons The New School for Design. She is passionate about sociology (she even graduated with a B.A. at UCLA studying it), animal welfare (5 years vegetarian and counting...), and fashion design (a creative vessel that she can't let go of). She was born and raised in Los Angeles but now lives in the East Village. Jennifer likes to doodle trees on her wrist when no one is looking.



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Liz Sperling

My name is Liz Sperling and I am a fashion design student at Kent State University. I have always felt a strong connection with nature and have always had a love for fashion. During my senior year of high school I was very conflicted between choosing a career in conservation or fashion design. I wanted to create fashion, but I did not want to be a hypocrite while doing it. Ultimately I decided to follow a career in fashion. As a fashion design student, my awareness has increased concerning the detrimental effects the fashion industry places on the environment. However, through research I am also becoming conscious of the many eco-friendly fabric alternatives that are becoming more popular to use in clothing. Though I was once confused as to which path to follow in my life, now I am certain that I can be both a fashion designer and a conservationist, creating beautiful clothing and saving the planet at the same time.



Puiyee Cheung

Puiyee Cheung is a recent college graduate interested in the environment and the arts she is grateful for this opportunity to experiment with fashion and she hopes that one day environmental sustainability will be a given in all industries.

Xay Xiong

Xay Xiong is a San Francisco native with a Bachelors in English-Creative Writing from San Francisco State University. She is currently attending Parsons The New School of Design and will be graduating May 2007. She is an avid recycler and frequent traveler who's lived and worked abroad. Her professional background is varied and colorful, ranging from retail to bookkeeping and editing to the Sydney 2000 Olympics.

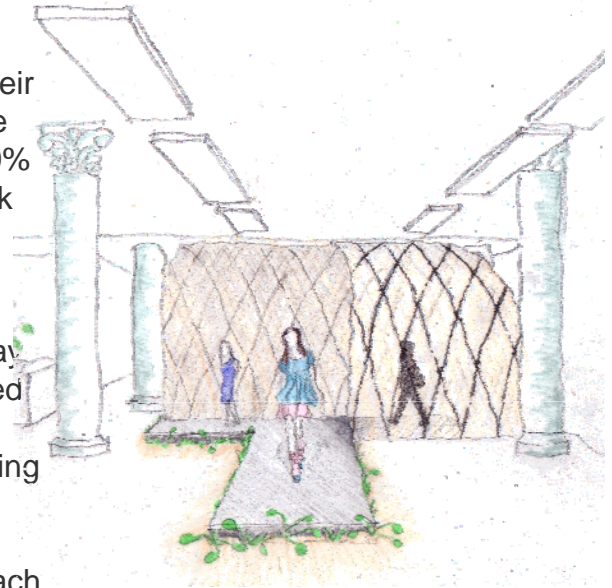


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Runway Design

The backdrop fabric, donated by Carnegie Fabrics, was created in their ISO 14001 certified facilities and the runway from 3-Form is made of 100% recycled HDPE plastics such as milk jugs. However, it was important to design beyond what is considered "standard" within the architectural industry. Therefore a window display has been constructed using salvaged furnishings on loan from Demolition Depot and Build It Green. The lighting and floral design also integrate eco-principles. She intends that these lesser-utilized details are able to reach the audience on a more personal level.



Amber D Nelson

Amber recently joined Emerging Green Builders to expand her interaction with other young professionals pursuing a career in sustainable design. Within a couple of hours of her first meeting she had committed to designing Project Earth Day's runway. For her, this involvement was an opportunity to explore the full spectrum of ways to build green.

Amber completed Columbia University's undergraduate architecture program in 2005. Since then she has created a body of photographs focusing on decay and renewal in St. Louis and worked for Coach for a year. She will be pursuing a Master's Degree in Architecture in 2008 but until then will search for other avenues to foster her interest in sustainable design.





For Immediate Release

Guy's Gone Wild
A Girl Named Guy Extravaganza

New York, NY (April 9, 2007) – Leah Guy, CEO and Host of A Girl Named Guy Productions, is set to pull out all the stops in a one-of-a-kind Earth Day celebration on April 19th, 2007 from 8pm-Midnight.

Hosted by A Girl Named Guy Productions, Guy's Gone Wild will honor and recognize Earth Day with the launch of AGNG's riveting new podcast, while simultaneously hosting the blow-out after party for the First Annual Project Earth Day Fashion Show (to be held the same night at Teknion, from 6:30-8pm).

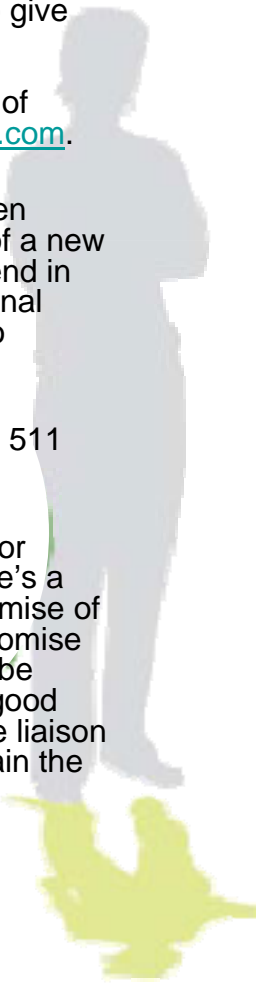
During this unforgettable evening, guests will be treated to free drinks, complimentary gift bags, streaming video of the night's Project Earth Day Fashion Show, and a celebration of Earth Day that will establish sustainable living as a hip and positive way of life here in New York City and beyond.

Devoted to all things positive living, www.AGirlNamedGuy.com is finishing its second webcast season with a bang and would like to give back to the community that has contributed to its success. Local celebrities will be in attendance at the event, along with national sponsors, green designers, architects, NYC's top models, friends of AGNG, and guests who have appeared on www.AGirlNamedGuy.com.

In partnership with Green organizations USGBC, o2nyc, and Green Drinks, AGNG Productions is proud to celebrate the emergence of a new industry: Green Fashion. Sustainable-chic is more than just a trend in NYC, and AGNG is happy to celebrate and promote top professional designers, students, and organizations whose efforts contribute to Greening New York City.

Guy's Gone Wild will be held at NYC's premier nightclub, Myst, at 511 W. 28th St., New York, NY 10001, 8pm.

The mission of www.AGirlNamedGuy.com is simple: Offer tools for positive living to conscientious consumers. The site's tagline, "Life's a Gift...OPEN IT!" offers any and all takers the unique personal promise of a new, exciting way to live well. Producer Leah Guy fulfills this promise with common sense and an entertaining presentation. "I couldn't be happier with the company," says Guy. "It delivers good things to good people, and makes a difference. A Girl Named Guy is here as the liaison to help answer questions, provide current information, and entertain the viewer!"00



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