

green meets fashion, fragrance & food

Prepared For: Fashion News Workshop
October 17, 2007



green defined

“environmentally
sound or beneficial”





THINK
GREEN



think green

- ingredients / materials
- design / packaging / architecture
- manufacturing / processes
- usage / preservation
- marketing message





green
living

green beauty

- **you are what you eat - inside out**
– ingredients, organic, edible



Priti Organic Spa



Sephora Health & Beauty Bar



NOE (Natural Organic Edible)
"Skin Food. The food we eat
for the skin we wear"



Juice Beauty



Befine Food Skincare



Borba & Tarte
Inside & Out



green living

- **green design**
 - packaging, message



Pangea Organics
Bar Soap



Aveda Light the Way
Candle



Origins Organics



Method Dish Soap



green living

- **green clean**
 - eco-friendly using naturals



Ecos Laundry



Ecover Multi Surface
Lemon Cleaner



Seventh
Generation



BioBag



green living

- **green clean**
 - green services



Urban Maid Green



Slate NYC



Green Earth Cleaning



green living

- **green home**
 - eco-friendly, sustainable materials



Environment



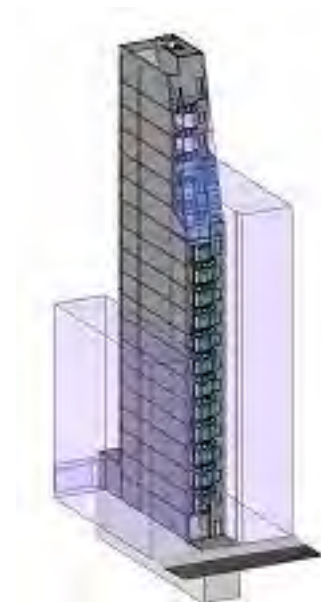
Loop Organic Cotton



3r Living



Energy Saving Light Bulb



Greenhouse 26





green market

- **green eating**
 - usda, fair trade, raw, local & seasonal ingredients



BR Guest
Restaurants



Fair Trade Coffee



Pure Food & Wine



Wild Hop & Stone Mill
Organic Beers

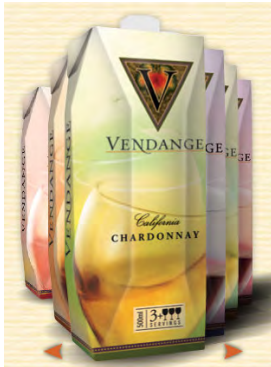


Yo Naturals
Vending Machine



green market

- **green design**
 - sustainable materials & processes



Vendange Wine



Birdbath Bakery



360 Vodka



OkO Frozen Yogurt & Tea



T Salon





green scene

- **green fashion**
 - organic materials, cotton, bamboo, soy
 - eco-friendly practices



Ekovaruhuset



Organic Avenue



Loomstate



Del Forte Denim



Stewart + Brown



green scene

- **green accessories**
 - recycled materials, fair trade, alternatives



Ecoist



I'm not a plastic bag



Baggu



Moo Shoes



Veja Sneakers



what's next?

- new attitude, new acceptance
- new ingredients, materials, manufacturing, processes, usage
- new needs to preserve, protect & clean
- new designs with dual benefits
- retro fitting vs. green design
- new laws i.e. labels
- lifestyle incorporated into everyday
- other industries...travel, technology, event planning



think green

- new materials = new behavior =
new needs = new products?





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