

Green Chic Saving The Earth In Style Christie Matheson

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Green Consumption Bart Barendregt 2020-05-15
Green lifestyles and ethical consumption have become increasingly popular strategies in moving towards

environmentally-friendly societies and combating global poverty. Where previously environmentalists saw excess consumption as central to the problem, green consumerism now

places consumption at the heart of the solution. However, ethical and sustainable consumption are also important forms of central to the creation and maintenance of class distinction. Green Consumption scrutinizes the emergent phenomenon of what this book terms eco-chic: a combination of lifestyle politics, environmentalism, spirituality, beauty and health. Eco-chic connects ethical, sustainable and elite consumption. It is increasingly part of the identity kit of certain sections of society, who seek to combine taste and style with care for personal wellness and the environment. This book deals with eco-chic as a set of activities, an ideological framework and a popular marketing strategy, offering a critical examination of its manifestations in

both the global North and South. The diverse case studies presented in this book range from Basque sheep cheese production and Ghanaian Afro-chic hairstyles to Asian tropical spa culture and Dutch fair-trade jewellery initiatives. The authors assess the ways in which eco-chic, with its apparent paradox of consumption and idealism, can make a genuine contribution to solving some of the most pressing problems of our time.

Fallen Forests Karen L. Kilcup 2013-05-01 In 1844, Lydia Sigourney asserted, "Man's warfare on the trees is terrible." Like Sigourney many American women of her day engaged with such issues as sustainability, resource wars, globalization, voluntary simplicity, Christian ecology, and environmental justice.

Illuminating the foundations for contemporary women's environmental writing, *Fallen Forests* shows how their nineteenth-century predecessors marshaled powerful affective, ethical, and spiritual resources to chastise, educate, and motivate readers to engage in positive social change. *Fallen Forests* contributes to scholarship in American women's writing, ecofeminism, ecocriticism, and feminist rhetoric, expanding the literary, historical, and theoretical grounds for some of today's most pressing environmental debates. Karen L. Kilcup rejects prior critical emphases on sentimentalism to show how women writers have drawn on their literary emotional intelligence to raise readers' consciousness about

social and environmental issues. She also critiques ecocriticism's idealizing tendency, which has elided women's complicity in agendas that depart from today's environmental orthodoxies. Unlike previous ecocritical works, *Fallen Forests* includes marginalized texts by African American, Native American, Mexican American, working-class, and non-Protestant women. Kilcup also enlarges ecocriticism's genre foundations, showing how Cherokee oratory, travel writing, slave narrative, diary, polemic, sketches, novels, poetry, and expos intervene in important environmental debates.

The Secondhand Wardrobe

Cheryl Gorn 2011-01 *The Secondhand Wardrobe* is a short introductory guide to chasing down the best used clothing deals.

Read it and learn how to tell the treasures from the items that should be left on the rack. Find out why large thrift stores offer more diverse style options than large department stores and why new and barely worn clothes wind up being sold secondhand. Get pointers on how to organize your hunt for maximum efficiency and also get a fresh perspective on why many people feel uncomfortable buying and wearing used clothing. Learn to care for your bargains and find out which "dry clean only" items can be washed by hand, or even better, tossed into the washing machine. Finally, get information about how shopping secondhand is the greenest way to go.

Bright Green Lies

Derrick Jensen

2021-03-16 "This disturbing but very important book makes

clear we must dig deeper than the normal solutions we are offered."—Yvon Chouinard, founder of Patagonia Works "Bright Green Lies exposes the hypocrisy and bankruptcy of leading environmental groups and their most prominent cheerleaders. The best-known environmentalists are not in the business of speaking truth, or even holding up rational solutions to blunt the impending ecocide, but instead indulge in a mendacious and self-serving delusion that provides comfort at the expense of reality. They fail to state the obvious: We cannot continue to wallow in hedonistic consumption and industrial expansion and survive as a species. The environmental debate, Derrick Jensen and his coauthors argue, has been distorted by hubris

and the childish desire by those in industrialized nations to sustain the unsustainable. All debates about environmental policy need to begin with honoring and protecting, not the desires of the human species, but with the sanctity of the Earth itself. We refuse to ask the right questions because these questions expose a stark truth—we cannot continue to live as we are living. To do so is suicidal folly. ‘Tell me how you seek, and I will tell you what you are seeking,’ the German philosopher Ludwig Wittgenstein said. This is the power of *Bright Green Lies*: It asks the questions most refuse to ask, and in that questioning, that seeking, uncovers profound truths we ignore at our peril.”—Chris Hedges,

Pulitzer Prize-winning journalist and author of *America: The Farewell Tour*

Body and Soul 2008-07

Eco-chic Sandy Black 2008 *Eco-Chic: The Fashion Paradox* is an examination of the relationship between fashion and environmental awareness - combating the universal reputation of eco-fashion as wholesome, un-dyed, shapeless and itchy. A new wave of sustainable shopping, affordable clothing, and ecological thinking has allowed eco-designers to create high-end, design-led collections rather than merely environmentally sympathetic garments. *Eco-Chic: The Fashion Paradox* aims to address the preconceived idea of eco-fashion as a compromise in style and quality and places eco-fashion where it belongs at the forefront of

design. Eco-fashion is changing its image from dowdy and well meaning to genuinely desirable and Eco-Chic: The Fashion Paradox is an analysis of fashion and ethical practice as the naked truth behind the clothes we wear is exposed.

It's Easy Being Green

Chrissy Trask 2006-01-23

Surveys find that over 80 percent of Americans agree with the goals of the environmental movement. Sadly, most Americans admit to doing little more than basic recycling when it comes to acting on that disposition. What is the reason for this great divide between environmental sentiment in this country and individual actions? Author and environmental consultant Crissy Trask seeks to answer this question-and solve the disparity-with a new book that makes it easy

to be an environmentalist, no matter how busy or hectic your lifestyle. This is a day to day guide with simple, practical suggestions that anyone can put into action.

America Goes Green Kim Kennedy White 2013

Explores the history and evolution of environmentalism in modern America, featuring essays that look at environmental issues facing each state, primary source documents, and thematic A to Z entries.

The Scavengers'

Manifesto Anneli Rufus 2009-03-19

Destined to become the bible for a bold new subculture of eco-minded people who are creating a lifestyle out of recycling, reusing, and repurposing rather than buying new. An exciting new movement is afoot that brings together

environmentalists, anticonsumerists, do-it-yourselfers, bargain-hunters, and treasure-seekers of all stripes. You can see it in the enormous popularity of many websites: millions of Americans are breaking free from the want-get-discard cycle by which we are currently producing approximately 245 million tons of waste every day (that's 4.5 pounds per person, per day!). In *The Scavengers' Manifesto*, Anneli Rufus and Kristan Lawson invite readers to discover one of the most gratifying (and inexpensive) ways there is to go green. Whether it's refurbishing a discarded wooden door into a dining-room table; finding a bicycle on freecycle.org; or giving a neighbor who just had a baby that cute never-used teddy bear your child didn't

bond with, in this book Rufus and Lawson chart the history of scavenging and the world-changing environmental and spiritual implications of "Scavenomics," and offer readers a framework for adopting scavenging as a philosophy and a way of life.

Ecopiety Sarah McFarland Taylor 2019-11-12

Tackles a human problem we all share—the fate of the earth and our role in its future. Confident that your personal good deeds of environmental virtue will save the earth? The stories we encounter about the environment in popular culture too often promote an imagined moral economy, assuring us that tiny acts of voluntary personal piety, such as recycling a coffee cup, or purchasing green consumer items, can

offset our destructive habits. No need to make any fundamental structural changes. The trick is simply for the consumer to buy the right things and shop our way to a greener future. It's time for a reality check. Ecopiety offers an absorbing examination of the intersections of environmental sensibilities, contemporary expressions of piety and devotion, and American popular culture. Ranging from portrayals of environmental sin and virtue such as the eco-pious depiction of Christian Grey in *Fifty Shades of Grey*, to the green capitalism found in the world of mobile-device "carbon sin-tracking" software applications, to the socially conscious vegetarian vampires in *True Blood*, the volume illuminates the work pop

culture performs as both a mirror and an engine for the greening of American spiritual and ethical commitments. Taylor makes the case that it is not through a framework of grim duty or obligation, but through one of play and delight, that we may move environmental ideals into substantive action.

The Lazy

Environmentalist on a Budget Josh Dorfman
2011-03-01 In *The Lazy Environmentalist on a Budget*, Josh Dorfman takes you inside the latest developments in green living to demonstrate how you can easily and affordably have your designer jeans and your planet too. From raising eco-conscious kids to greening your daily commute, Dorfman provides insights into the next wave of green innovation and the

products and services that will lighten your planetary impact and lower your expenses. Find bargain basement deals on stylish organic bedding and bamboo furnishings at the largest retailers in the world. Score instant rebates on everything from compact fluorescent light bulbs to energy-efficient air conditioners. And earn reward points for carpooling with friends. In a time when many people are feeling financially restricted, *The Lazy Environmentalist on a Budget* is your guide to effortlessly saving the planet while keeping some extra cash in your pocket. "Fun, easy and inexpensive: No I'm not talking about the ideal date – I'm talking about *The Lazy Environmentalist on a Budget*. Once again Josh Dorfman shows that going

green can help you look and feel fantastic, and this time it makes perfect dollars and cents." –Summer Rayne Oakes, model-activist and author of *Style Naturally: The Savvy Shopping Guide to Sustainable Fashion and Beauty* "Living sustainably doesn't require slogans or campaigns; it's about living SMART and this is exactly what Josh presents so clearly in *The Lazy Environmentalist on a Budget*. A must read for anyone who wants to live well and still reduce their impact on the planet." –David de Rothschild, author of *The Global Warming Survival Handbook* and host of Sundance Channel's *Eco-Trip: The Real Cost of Living* [The Eco Chick Guide to Life](#) Starre Vartan
2008-08-19 SAVE THE WORLD IN STYLE! Lower

your carbon footprint—in your favorite pair of stilettos—with THE ECO CHICK GUIDE TO LIFE. Here you'll find hundreds of ideas on how to be ecologically smart and still be stylish and trend-setting. You don't have to sacrifice to go green—you can eat well, dress well, and live well once you learn how to: Learn where to shop for vintage and recycled jewelry (mining practices for gold and silver are notoriously polluting). Wear sustainable threads—organic cotton, peace silk, bamboo—or look for funky reconstructed designs made from vintage fabrics. Find shoes made from naturally tanned and dyed leather, hemp, or made from recycled materials...that still look incredibly chic. Party it up- with the planet in mind! Make your next fiesta

fabulous with organic beverages, seasonal food from the farmer's market, and more. Pretty-up with organic, biodegradable hair products, body washes, moisturizers, and make-up—better for you and the planet's water supplies! We'll explain why and what to look for. How to earn points while convincing your boss to go green in your office. Travel green and still see the world in style! Save cash with some Earth-loving swaps around your apartment, dorm or house. ...and more. Let these and other easy-to-follow, fun and fashionable tips help you to feel great while doing good. You and Mother Nature will look fabulous! This book is printed on recycled paper.

Elle 2008-05
Indianapolis Monthly
2008-05 Indianapolis Monthly is the Circle

City's essential chronicle and guide, an indispensable authority on what's new and what's news. Through coverage of politics, crime, dining, style, business, sports, and arts and entertainment, each issue offers compelling narrative stories and lively, urbane coverage of Indy's cultural landscape.

Routledge International Handbook of Sustainable Development Michael Redclift 2015-03-02 This Handbook gives a comprehensive, international and cutting-edge overview of Sustainable Development. It integrates the key imperatives of sustainable development, namely institutional, environmental, social and economic, and calls for greater participation, social cohesion, justice and democracy as well as limited throughput of

materials and energy. The nature of sustainable development and the book's theorization of the concept underline the need for interdisciplinarity in the discourse as exemplified in each chapter of this volume. The Handbook employs a critical framework that problematises the concept of sustainable development and the struggle between discursivity and control that has characterised the debate. It provides original contributions from international experts coming from a variety of disciplines and regions, including the Global South. Comprehensive in scope, it covers, amongst other areas: Sustainable architecture and design Biodiversity Sustainable business Climate change Conservation Sustainable consumption De-growth

Disaster management Eco-system services
Education Environmental justice Food and sustainable development
Governance Gender Health Indicators for sustainable development
Indigenous perspectives Urban transport The Handbook offers researchers and students in the field of sustainable development invaluable insights into a contested concept and the alternative worldviews that it has fostered.

Lucy and Cecee's How to Survive (And Thrive) in Middle School Kimberly Dana 2012-04-05 Time to put the freak-out on pause because outgoing, boy-crazy Lucy Pringle and shy, studious, bespectacled CeCee Cruz have the goods on how to make middle school the best three years ever! Lucy and CeCee the official self-proclaimed Madison Heights Middle

School experts on how to deal with haters, hormones, and hot lunch dilemmas are ready to demystify swirlie urban legends and dish about academic and social topics. They're keeping it real, lacing diary entries with their own daily escapades regarding skater slacker boyfriend crushes, BFF shopping trips to the mall, and BEE (Bitter Eternal Enemies) text wars. The two seventh graders swear to tell the truth, the whole truth, and nothing but the truth so help them Good Fairy of Popularity. In this handbook, two girls who have already survived boyfriends, sleepovers, nerd crushes, detentions, and runaway pimples share helpful hints and lingo lessons that will help tweens not only survive, but thrive while navigating through all the gory

glory of middle school.
Eco-Beautiful Lina
Hanson 2009-05-12 The
eco-friendly and organic
segment of the personal
care market is the
fastest growing in North
American
cosmetics—increasing by
30 percent every year!
For the millions of
women who seek a more
natural, holistic beauty
regimen, as well as
those with sensitive or
problem skin, this
gorgeous, full-color
book is an indispensable
guide to beauty products
that are not only good
to the earth but also
kind to the skin. In
Eco-Beautiful, Hollywood
makeup artist Lina
Hanson reveals the
techniques and products
she uses to create
stunning looks for
celebrity clients such
as Natalie Portman,
Ellen DeGeneres, Mandy
Moore, and Naomi Watts
using eco friendly
cosmetics. She describes

in detail: - an easy-to-
follow skin care regimen
for fresh, glowing skin
- the ingredients to
seek out in a product,
and the ones to avoid -
quick and easy
application tips to make
eyes pop, lips pout, and
cheeks glow - green
recipes for her
signature daytime and
evening looks, from
"Business Chic" to "Sexy
Vixen" - makeup
techniques inspired by
the four seasons, as
well as looks tailored
to a woman's age and
lifestyle With before-
and-after application
photos, helpful
information, and green
product suggestions in
every price range, this
is a beauty book like no
other—truly eco-friendly
and eco-beautiful.
Storie di brunch Simone
Rugiati
2010-10-21T11:56:30+02:00
Il brunch secondo
Simone: un pasto che
rinnova le abitudini

della famiglia italiana,
un momento di
condivisione e di
gustoso relax.

My First Ladies Nancy
Clarke 2014-05-10 "My
First Ladies" reveals
little stories and
details of what it's
like to be behind the
scenes at the White
House during six
different presidential
administrations.

*Body & Soul (Watertown,
Mass.)* 2008

Newsweek 2005-03

Storie di brunch.

Racconti e ricette per
gustare e condividere la
domenica in compagnia
Simone Rugiati 2010

The Publishers Weekly
1892

Whole Green Catalog

Michael W. Robbins
2009-09-01 A consumer's
reference to green
living counsels readers
on how to identify truly
eco-friendly products
and includes reviews and
advice for everything
from home furnishings

and appliances to toys
and clothing. Original.
GameAxis Unwired 2008-01
GameAxis Unwired is a
magazine dedicated to
bring you the latest
news, previews, reviews
and events around the
world and close to you.
Every month rain or
shine, our team of
dedicated editors (and
hardcore gamers!) put
themselves in the line
of fire to bring you
news, previews and other
things you will want to
know.

*The Globetrotting
Shopaholic* Annessa Ann
Babic 2009-10-02 The
thrust of the literature
on consumer space and
society focuses on
product labeling,
marketing techniques and
approaches to branding,
as well as how mass
consumer culture has
reshaped individuals'
interaction with needs
and desires.

Globetrotting

Shopaholics departs from

this current discourse by examining both consumption venues and the cultural, political and social reasons why we consume. It elucidates international trends in consumption politics, and how they impact the creation of consumer spaces, which, in this book, takes the form of numerous global loci including Canada's West Edmonton Mall, Japanese theme parks, shopping venues in the Philippines, and expat boutiques in Budapest. Using a wide range of epistemological frameworks including cultural ethnography, historical analysis, literary theory, sociological dissection, anthropological examination, and philosophical ruminations, this collection conveys how material objects and lifestyles are accumulated and

represented internationally, and how consumer goods and spaces define who we are as human beings. Eco-Chic Weddings Emily Elizabeth Anderson 2007-01-02 Add Style to Your Wedding and Stay True to Your Beliefs Planning your wedding can be the best time to be eco-friendly. The wedding industry has a huge impact on the global economy and the environment, as wedding parties spend over \$125 billion a year in the U.S. alone. Eco-Chic Weddings presents the quick, simple, and easy-to-follow tips you need to make your wedding socially responsible. This indispensable guide gives you the choice, comfort, and chance to share your own unique style for a truly memorable wedding. Going green doesn't mean you need to spend the green. Eco-Chic Weddings

provides all the resources you need to create your environmentally friendly and fun celebration on a budget, such as: * Use in-season flowers to save on price and reduce the environmental cost of shipping in non-local flowers. * Skip the save-the-date card and save some trees—and a lot of hassle. * Don't purchase items you will only use at the wedding; instead, invest in dresses, shoes, or glassware you will alter and reuse. From the location to the dress to the menu, there are dozens of easy ways to make your wedding beautiful and still reflect your personal beliefs in sustainable living. Eco-Chic Weddings will show you how to craft your perfect day.

In Business 2005

Ethical Consumption

Tania Lewis 2013-01-11 A

not-so-quiet revolution seems to be occurring in wealthy capitalist societies - supermarkets selling 'guilt free' Fairtrade products; lifestyle TV gurus exhorting us to eat less, buy local and go green; neighbourhood action groups bent on 'swopping not shopping'. And this is happening not at the margins of society but at its heart, in the shopping centres and homes of ordinary people. Today we are seeing a mainstreaming of ethical concerns around consumption that reflects an increasing anxiety with - and accompanying sense of responsibility for - the risks and excesses of contemporary lifestyles in the 'global north'. This collection of essays provides a range of critical tools for understanding the turn towards responsible or

conscience consumption and, in the process, interrogates the notion that we can shop our way to a more ethical, sustainable future. Written by leading international scholars from a variety of disciplinary backgrounds - and drawing upon examples from across the globe - Ethical Consumption makes a major contribution to the still fledgling field of ethical consumption studies. This collection is a must-read for anyone interested in the relationship between consumer culture and contemporary social life.

A Moda num Mundo Global

Isabel Cantista

2011-05-01 Sendo a moda um fenómeno global, este livro tem como objectivo ajudar à compreensão deste fenómeno nas suas variadas vertentes, numa perspectiva

internacional. O livro contém as reflexões de professores e investigadores de todo o mundo, e de várias áreas do saber. Numa abordagem pluridisciplinar e democrática, o livro dá voz a professores consagrados, mas também a jovens investigadores, procurando contribuir para ultrapassar as dificuldades que, muitas vezes, estes encontram, ao tentar publicar os resultados do seu trabalho. A obra destina-se, em primeiro lugar, a gestores e profissionais do mundo da moda que pretendam aprofundar as raízes deste fenómeno e ter uma perspectiva actual do que se passa na indústria e no retalho, a nível global. O livro é coordenado por Isabel Cantista, Francisco Vitorino Martins, Paula Rodrigues, Maria Helena Villas Boas Alvim e é composto por 15 artigos,

escritos por 24 autores, nomeadamente: Ana Balda, Aleksandra Jatczak, Carlos Teixeira, Claire Watson Ma, Cristina Queijeiro Almeida, David Backhouse M, Francisco Vitorino Martins, Helena Alves, Isabel Cantista, Jorge Latorre, Juliana Floriano, Laura Meraviglia, Luiz Salomão Ribas Gomez, Magali Olhats, Miguel Neiva, Milton Luiz Horn Vieira, Mónica Codina, Paula Rodrigues, Pierre Xiao Lu, Rogério Sousa, Rui A. L. Miguel, Saskia Westerduin, Viola Hofmann, Yolanda Espiña. Issues for Debate in Environmental Management Sage Publications 2010

Issues for Debate in Environmental Management is a contemporary collection of articles covering core issues within the broad topic of environmental management. The book is intended to supplement core courses in the

Business and Management curriculum titled Environmental Management, Sustainability, and Business and Society, among other similarly titled courses. The book begins with a feature article titled, "The New Environmentalism: Can New Business Policies Save the Environment?" and progresses through 16 articles of topics generally covered in environmental management courses, including global warming, the green economy, clean energy sources, water sources, and other opportunities for business and management exploration.

Yoga Journal 2007-12 For more than 30 years, Yoga Journal has been helping readers achieve the balance and well-being they seek in their everyday lives. With every issue, Yoga Journal strives to inform and

empower readers to make lifestyle choices that are healthy for their bodies and minds. We are dedicated to providing in-depth, thoughtful editorial on topics such as yoga, food, nutrition, fitness, wellness, travel, and fashion and beauty.

Green is the New Black

Tamsin Blanchard

2013-05-09 For girls who care about global warming, and next season's hot looks, Green is the New Black is a must-have accessory. Does our shopping addiction contribute to climate change? What's so special about organic cotton? Who are the real fashion victims behind the £3 jeans? From the truth about fast fashion to the best biodegradable shoes, from guilt-free spending sprees to the joys of swishing parties, Tamsin Blanchard is your guide

to all things fairtrade and fabulous. She explains the principles of ethical fashion, from why it matters to how to do it. Offers tips for the aspiring green goddess: including how to knit your own scarf, seduction in eco-couture, the best places to shop for vintage sunglasses, and ethical bling. And includes fun facts and essential directories on every aspect of sustainable stylish living. With fashion secrets from celebrity friends, Green is the New Black is the chicest, greenest survival manual around. If you want to change the world, and your wardrobe, don't go shopping without it.

Eco Chic Matilda Lee

2007-11-30 The hottest trend on the catwalk is ethical clothing. Top fashion designers and spokesmodels including Katharine Hamnett,

Stella McCartney and Bono's wife Ali Hewson are all voicing the benefits of eco chic. But what is this new fad, and what difference can it make to the world? "Eco Chic" gives you the full story on this fashion phenomenon, from which fabrics are harmful to the environment, to how you can create your own eco-friendly fashions through recycling and savvy shopping. You will discover how to spot and avoid garments produced in sweatshops and why supermarket 'fast clothes' make both you and the planet sick. This book will allow you to look great but also feel good about your impact on other people and the planet as a whole.

Issues for Debate in Corporate Social Responsibility CQ

Researcher, 2009-08-18
Issues for Debate in

Corporate Social Responsibility is a contemporary collection of articles covering core issues within the controversial topic of corporate social responsibility (CSR). The book is intended to supplement core courses in the Business and Management titled Corporate Social Responsibility, Environment of Business, Business Ethics, and Business Policy. The book offers an insight into topics often covered in CSR courses and texts: organizational issues; economic issues; and societal issues. There are a total of 15 highly contemporary and data-rich articles in the collection. Each article gives substantial background and analysis of a particular issue as well as useful pedagogical features to inspire critical

thinking and to help students grasp and review key material.

Indianapolis Monthly 2008-05 Indianapolis Monthly is the Circle City's essential chronicle and guide, an indispensable authority on what's new and what's news. Through coverage of politics, crime, dining, style, business, sports, and arts and entertainment, each issue offers compelling narrative stories and lively, urbane coverage of Indy's cultural landscape.

Eco Fashion Kirsten Diekamp 2010

New York 2009

Body & Soul 2009-07

Green Chic Christie Matheson 2008-03-01

"Matheson slyly steers us toward consumer goods and services that minimize our earth-stomping human footprint. She's brave enough to say 'buy less of everything,' and even

the politically fraught 'buy nothing.'

Matheson's genius is to make this seem not only doable, but fun." - Elizabeth Royte, author of Garbage Land and Bottlemania Want to go green without giving up great style? Welcome to the world of Green Chic. Choosing to be green makes a real difference in the fight against global warming. But did you know that it's also hip, classic and stylish? Offering up dozens of author-tested, earth-friendly ideas, writer Christie Matheson reveals that being chic and saving the planet aren't mutually exclusive. Embrace the fabulousness of green living and you can: - Look gorgeous - Have a killer wardrobe - Feel amazing - Travel in style - Create a home that's an oasis - Host fun parties - Eat incredible food and

drink phenomenal wine ... All while feeling more connected to your friends, family and nature. (And did we mention that green women don't get fat?) Printed on recycled paper, with a portion of its proceeds going to a green cause, Green Chic is the perfect book for style-savvy readers with a green heart. Can living a chic green lifestyle TRULY make a difference to the planet? You bet your organic cotton sheets it can. Buying into the Green Chic movement doesn't mean you need to buy more stuff. Avoid products that purport to be green just for the marketing effect: "organic" processed foods; huge, gas-guzzling hybrid SUVs; clothes boasting that they're green just because they're made from "natural" cotton. Claiming to be green is

trendy and companies out there are taking advantage. Don't believe all the hype. 10 GREEN CHIC-AND EASY-WAYS TO MAKE A DIFFERENCE - Ditch bottled water: refill a sassy thermos. - Pop little purchases in your purse, not a shopping bag. - Sip biodynamic wine. - Choose cashmere, not acrylic. - Let your hair air dry for a while before you blow dry: less frizz, less energy consumed. - Unplug (and put away) unsightly cell phone chargers. - Opt for quality over quantity in everything you buy. - Cut down on clutter. - Limit your consumption of anything packaged in plastic. - Support local designers. BUT REMEMBER: Don't go out and replace everything you own, from your makeup to your wardrobe to your furniture, with (theoretically)

ecofriendly products. Being ecofriendly means consuming less, not more. Get in the habit of thinking before you buy. The best time to purchase ecofriendly goods is when you need

them. That's when you're in a position to make a choice and express yourself as a green consumer. Being Green isn't a fad ... it's timelessly chic.