

ECHO

AN ERA OF INNOVATION IS ABOUT TO UNFOLD...

WINTER 2010

ECHO

“Where sustainable voices...

...are heard.”

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ECHO WINTER 2010



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ECHO

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Industry News

Mercedes-Benz Fashion Week 2010: RS POP Shop hosts EcoGir as part of their Emerging Artists Showcase.

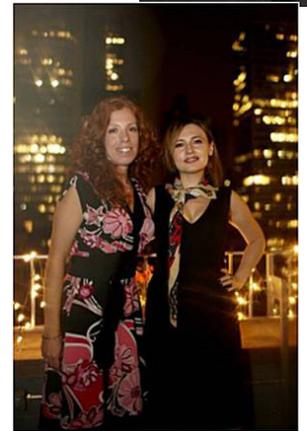
Press Release and Photos Courtesy of Bagir International and
ChampionEyeMedia.Com.

September 16th, 2010—EcoGir; the global leader of innovative/sustainable tailored clothing; participated in the RS POP Shop's Emerging Artists Fashion Showcase for the Mercedes-Benz Fashion Week in New York City. At 2pm and 6pm, RS POP Shop's The Lab Gallery acted as a runway and live billboard, including seats inside the gallery space available by invite only for VIP's, press and sponsors. The two fashion runway shows featured Machine Wash, Tumble Dry, and Recycled Polyester wardrobes. EcoGir hosted a cocktail reception gala closing party following the runway shows.

In attendance were MR Magazine Assistant Editor Juillian Sprague, Designer Patricia Brown, Consultant Donna Spillane, Sharon Ollivierre from Jones New York, Designer Matthew Ossenfort from Macys, Designer Sabina Les, President of I & E Packaging Ian Kantor, Celebrity Doctor Stephen Roman, Designer Dick Goodstein, Stylist David Graver and Bagir NYO employees.

Additional attendees included bloggers, designers, stylists and other invited guests of Bagir, RS POP Shop and The Roger Smith Hotel. Public viewers who were not able to attend the event were able to view the live show via the following link: <http://www.ustream.tv/channel/panmanprod-official-channel>.

Also visit www.ecogir.com and www.rspopshop.com for more information about EcoGir and RS POP Shop.



Letter from the Editor

“What does GREEN



“Playa del Silencio”
Bracelet from Entwine.
pg.9

really MEAN?”

As AMDT students here at Washington State University, we often find ourselves dealing with the false impressions many have concerning our interests in the fashion industry; mainly the belief that it is a “shallow” and “heartless” business, caring little for the environment; it’s all take and no give. While the truth to such a belief is arguable, the reality is that certain individuals and firms truly are looking to make a difference. We hope to make a difference ourselves here at WSU by featuring the sustainable efforts of such leaders, and with that it gives us great pleasure to introduce to you ECHO; WSU’s first AMDT student-run magazine focused on bringing to light issues of sustainability abroad, and also here on campus. In our premier issue, we examine the work of several emerging designers as they seek to incorporate sustainable practices into their production processes. Also, we’ve sought to feature local news in regards to sustainability and the hard work put forth by students and faculty here at WSU every day; as well as touching base with hard-hitting issues such as the lack of consumer awareness in regards to cosmetic recycling.

On another note, while working to bring our readers stories of interest in connection with sustainability, it became clear early on we would be dealing with a specific vocabulary. Such words are often referred to as “green speak,” and can be quite confusing to those who are unaware.

What exactly is sustainability? How is the word “green” used in relation to the environment as opposed to just being a color?

Here are a few select definitions to help guide our readers and remove inconsistencies:

Biodiesel is a renewable energy source that is made from oily plants or cooking oil waste, and can be used in diesel engines.

Carbon Footprint describes the level of a human’s environmental impact; it is the consumption of carbon based natural resources or the production of carbon by-products like carbon dioxide, carbon monoxide or “greenhouse” emissions. It relates to how much people consume in terms of natural resources; reducing the size of one’s “footprint” makes resources sustainable for people now and in the future.

Eco-friendly suggests a product or process that has a reduced impact on the environment.

Fuel Cells are devices used to produce a continuous current of electricity by oxidizing a fuel such as oxygen or hydrogen. They can often be used in place of oil-fueled energy producers, and the by-product is usually water, meaning it is non-harmful to the environment.

Green describes a generally positive term referring to the environment, organics, or even an environmentally conscious lifestyle in general.

Recycling is the process of taking used or waste materials and making them suitable for re-use.

Sustainability has been largely accepted to mean meeting the need of consumers today without compromising the ability of future generations to meet their own needs. For the purpose of our magazine, we adopt it as meaning the creation of a product or service that has minimum impact on the environment and people.

To test your current knowledge of green vocabulary, you may visit <http://planetgreen.discovery.com/games-quizzes/green-vocab-quiz/>.



Emerging Designers

Let's get some Shoes.

Editor: Britney Parish

Save the planet. Save your wallet. Save your soles. Shoe Designer Candice Cabe walks us down the path that saves you some green in more ways than one.

Wearing stiletto heels can be both sexy and sophisticated, but they are not the most comfortable thing to wear, especially after a night out on the town. Designer Candice Cabe may have a sustainable solution to this dilemma with the invention of "Day 2 Night Convertible Heels," footwear with an interchangeable heel that can be adjusted to five different heights.

Cabe said she created the idea for her invention after a work trip where she was instructed not to check any luggage. She brought two suitcases; one was filled only with shoes since she needed different heel heights for different events. Cabe quickly realized all the shoes had a similar design with the heel height being the greatest difference.

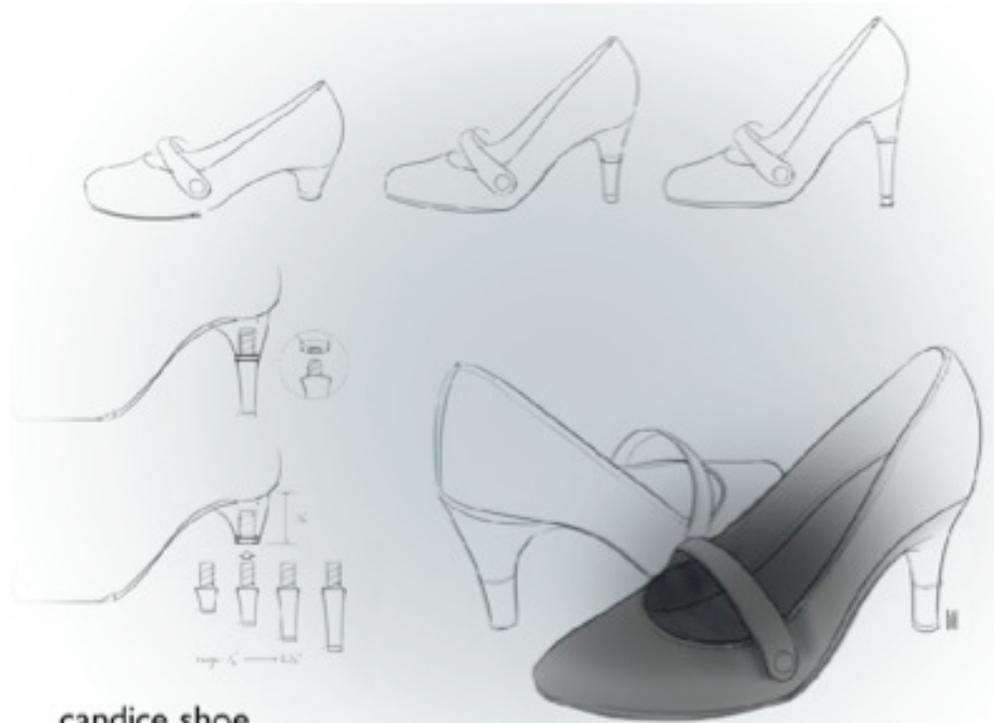
"Whenever I had to go on a plane, I would bring so many pairs of shoes and they would take up so much room in my luggage," Cabe said. "I thought it would

certainly cut down on space if I could have one shoe with interchangeable heels."

Cabe said her invention offers a more comfortable solution to women who must wear heels throughout the day, particularly for her target market of women between the ages of 18 and 38 that work in the office and are on their feet for long hours every day.

As a sustainable alternative, it's clear that versatile footwear cuts down on the amount of shoes that need to be manufactured. However, Cabe said she did not initially intend for her footwear to be marketed as a sustainable product. She hopes to incorporate a more sustainable approach in the future.

"I actually never really thought about it," Cabe said. "[But] I am very into sustainability and taking care of the environment. The materials I'm using as of right now are pretty standard. However, I have thought of using sustainable materials for the packaging."



candice shoe

Design for "Day 2 Night Convertible Heels" prototype.

Cabe recently graduated from Babson College in Massachusetts with a master's in business administration where she said a great number of green initiatives and sustainable businesses have either been developed at or been associated with the school. In regard to her target market, Cabe said she is interested in marketing her product as a sustainable solution to them.

"It could be done in some fashion," Cabe said. "I would say a certain percentage of my target market would care about such [green] initiatives."

While Cabe has been closely working with students at the Massachusetts Institute of Technology during the design process, she has raised concerns over having her footwear manufactured in China. Cabe said this practice will be temporary.

"I'm concerned about the low wages the Chinese get, and the unscrupulous business practices they partake

in," Cabe said. "I am considering having the shoes made in South or Central America. In the US, there are only a couple of shoe manufacturers left, as most have outsourced overseas. If I were to make the shoes here the prices would be out-of-range for my target market."

Cabe has ten years of experience in marketing, management, hospitality, and software engineering. She is also a certified personal trainer and sports nutritionist and has competed in a number of 5k and 10k races, half marathons and marathons.



Entwined

with Nature

“Best New Visual Artist” Prisha Brown shares with Dustin Enrique Larsen her passion for all things naturally and sustainably beautiful, the thread that is woven throughout her already highly successful jewelry line.

“**M**any artists are inspired by natural elements and there is definitely a reason for this in the Pacific Northwest. With each changing season we have a rich array of colors and textures all around us. It is so easy to just go for a hike or drive and take your camera and come back with so much new inspiration.” This organic act of receiving inspiration is what Prisha Brown has based her career as a jewelry designer on, giving birth to her very own line: Entwine by Prisha Brown. Organic also finds its way into her actual jewelry itself. “Sometimes my bead patterns in my bracelets actually look like a forest path or river stream winding through the bracelet. The organic elements of my gemstones and pearls offer a natural beauty that is easy to connect with and wear.”

Brown started her journey as an undergrad at Central Washington University where she studied Apparel Design and Fashion Merchandising. Being in central Washington and fairly secluded from major cities, she was surrounded by the natural beauty that came with living in that part of the state. After building a solid background in textiles, as well as completing a course in metal-

smithing, Brown set off for Florence, Italy to study jewelry design during a summer abroad program. Upon returning back to the states she pursued two fashion design internships in San Francisco. When she had accomplished those as well, her fire for jewelry design began to burn even brighter with the desire to learn more. “I felt the longing to study jewelry design further while still wanting to incorporate the textile background I still found very fascinating and inspiring.” This led her to pursue her Master’s degree in Apparel Merchandising, Design and Textiles at Washington State University in Pullman, WA.

Entwine; named for the techniques traditionally found in woven, knit or crocheted textiles and basketry that she uses to create her jewelry; was born out of all her hard studying at home and abroad, and the inspiration that she obtained from nature. The process in which she creates her jewelry, from the ideas formulated in her mind to the actual physical jewelry, is as organic and natural as the inspiration that drives her. “In the past I have done a lot of sketching out of ideas and designs, but now I really let my materials speak to me from the color, shape, size, and texture of my beads to the color and gauge of my wire. I lay things out and just play with bead palettes before I start, adding and

Paper Chains:
New Crayons

This pendant features four interlocking, enamel coated copper, crocheted rings. This crocheted enamel wire is also tarnish resistant. The four multicolored rings of gold, red, orange, and purple all hang vertically from a sleek, sterling silver, Italian snake chain.

Visit <http://prishabrown.com/home.html> for complete details, including how to order the pieces featured here and all pieces from the Entwine Collections.





Turquoise Wave Cuff Bracelet

This 4" wide, hand knit, .999 fine silver bracelet, entwines iridescent turquoise glass beads, both round and teardrop shaped. This cuff is finished with two, easy to use, sterling silver magnetic clasps.

taking away colors until I have a combination I am really excited about.” She uses fine gauge spool wire; usually .999 pure silver, which is a very soft and supple material to work with, and recently began enjoying using brightly colored enamel coated wire. “I begin my freeform crochet process by very randomly stringing each bead onto my fine gauge spool of wire. Once I have several feet of beads strung onto my wire, I start by making a slipknot in the wire, which becomes my very first crochet stitch. Depending on what I am making determines my starting width row of crocheted chain, from there on out everything is freeform as I work in all directions and delicately make spider webs around each bead. The lacy web-like look of my freeform crochet is very organic.”

Brown has already accomplished a lot while pursuing her dream, but she is not planning on letting up anytime soon. She has many goals for her line that she would like to accomplish. “I think the idea of sustainability is really important and something I am currently researching and moving toward. I love the idea and want to support and share this whenever I can.” She finds that this state of mind and behavior makes it so that “everybody wins.” She has already chosen to live by these values in her everyday life by shopping in her community to support her local economy, re-using and recycling items as much as possible, and making sure that her jewelry maintains the cultural and social ideals that she acquired along her journey. She hopes that others will adopt this lifestyle as well and that it will grow to become the norm on a national and global level.



Watercolor Burst Earrings

Having already been living with these sustainable values for most of her life, she feels that incorporating them and creating a sustainable jewelry line is “something that will be easy for me to get excited about moving toward.” She already has a mission plan that will help her accomplish this. “Ideally, I would like to use all recycled wire. I also love using reclaimed vintage beads in my work. I have taken apart some beautiful necklaces found at antique stores. Vintage beads definitely offer a unique source of inspiration that can easily be designed around. It is wonderful to give materials a second life!”

Not only is Brown a talented artist, but she is also a savvy businesswoman. “I have also been thinking a lot about the idea of ‘scalability.’ For example, if I get an order for many pieces, how do I fulfill the job if I am a one-woman show? I need to plan for the growth of my business and more production capability along with the sustainability aspect. I would love to expand nationally. It would be an honor to have more work sold in galleries and museum gift shops across the country.”

She has also tapped into the innovation of social media and marketing; which now is becoming the most sustainable method of marketing and PR, to broaden her clientele. “Social Media is a new and very powerful way of marketing your business. It is so new that people are in the early stages of understanding it’s fullest potential. In my research, I have heard it called ‘Engagement Marketing.’ It is a very effective two-way channel. The product that you offer is no longer the whole story. People buy from an artist because they trust the artist and want a piece of that artist’s personal story. I enjoy regularly updating both my personal and business Facebook pages and believe that my new blog will also add another dimension to my jewelry...a deeper, more personal story of my journey as I experiment, learn, and grow as an artist.”



“Spring Honeysuckle” Earrings

Practice Makes Perfect

Turning “Trash” into Treasure

Cosmetic companies reward recycling.

Editors: Kelly Garten & Sage Mary James

Several major cosmetic companies have added cosmetic packaging recycling programs to their sustainability agendas in recent years. But while consumers' recycling abilities may now extend to the world of lip stick, blush and eye shadow, it appears a lack of general awareness may prevent them from participating.

“I buy a lot of organic make up,” said Elizabeth Bow, a junior and a nursing major at Seattle University. “Most of the [outer] packaging is cardboard, but I wasn't even aware about the plastic parts.”

This feedback comes as no surprise since a 2010 survey conducted by French environmental organization Eco-Emballages found that only 21 percent of those surveyed could correctly identify 13 or more out of 17 typical bathroom items as being recyclable or not. 29 percent failed to properly identify more than 8 products and only 2 percent correctly sorted all the packaging made from plastic. 48 percent of those surveyed cited the reason for their results as “a lack of general information,” while 38 percent said “it was due to information deficiency on product packaging itself,” the survey found.

MAC Cosmetics—an Estée Lauder company—pioneered the recyclable cosmetic packaging trend in 2006 with the introduction of their “Back to MAC” program. With this system, consumers can return specific empty MAC containers via stores or online; they are offered a free lip-stick for every six MAC packages they send in. Origins—also owned by Estée Lauder—started its “Return to Origins” recycling program in April 2009. Their system is similar to MAC Cos-

metics, however Origins recycles any cosmetic brands given to them without offering incentives.

According to Estée Lauder, one of their main priorities is to “design packaging for recovery.” They believe that “packaging must be beneficial, safe, and healthy for individuals and communities throughout [the packaging's] life.” However, while such ideals are unquestionably important to their business, there is no acknowledgment of the consumer impact in relation to the length and quality of the “packaging's life.”

Garnier—owned by L'Oreal—partnered with Eco-Emballages in 2009 to implement cosmetic packaging recycling into their sustainability agenda; directly addressing the issue of consumer awareness. According to Eco-Emballages, they have since decreased packaging waste by 10 to 20 percent as a result of improved recycling information on their packaging. Both companies have since collaborated to create the first recycling bin designed for use in the bathroom. They aim to educate consumers by giving them the tools to easily differentiate between the recyclables and the trash.

“It makes sense that [cosmetic packaging] would be recyclable, but I have never recycled it. It seems like it would be trash,” said Emily Antoine, a junior and english secondary teaching major at Washington State University.

Cosmetic packaging may continually be viewed as trash in many consumers' minds if companies do not effectively make consumers aware of their efforts. Until then, it's a long journey from the waste basket to the recycling bin.

Sustaining Students

Editor: Jessica Buchanan

Professors and Students work together to help Washington State University stay ahead in Sustainability.

Students and professors at Washington State University are doing their part to promote sustainability on campus and abroad with the introduction of several different practices such as converting cooking oil into biodiesel, researching fuel cells, reducing university water usage, and offering opportunities for students to learn about and participate in sustainable activities.

Biodiesel Club

Mechanical Engineering students started the Biodiesel Club which purchases cooking waste oil from WSU dining centers that would otherwise be disposed of, and turns it into useable biodiesel. Biodiesel is considered a clean and sustainable energy source. The club sells the biodiesel they make, putting it back into the university system.

Fuel Cells

WSU Mechanical and Materials Engineering Assistant Professor Jeongmin Ahn recently received a grant in the amount of \$300,000 from Korea Fuel Cell Energy to further his research of fuel cells. Ahn intends to use the grant to develop a small-scale, compact electric generator, powered by single-chamber solid oxide fuel cells. Solid oxide fuel cells use a hydrocarbon fuel (methane, propane, butane, gasoline or diesel) and convert it to electrical energy through a chemical reaction. Ahn said that fuel cells can easily double the efficiency of internal combustion engines; an increase of about 30 percent.

“A doubling in efficiency would be huge,” Ahn said.

Ahn has also used the heat and synthesis gas from an open flame and exhaust product to produce electricity. For instance, a fuel cell could be used to capture energy from burning incinerator waste disposal and converting it into electricity.

“There are abundant fuels in flames or exhaust gases,” said Ahn. “It is a perfect condition for using a fuel cell.”

Reduced Water Usage

In 2009, WSU’s Pullman campus dropped their overall water usage to the second lowest recorded level in nearly 50 years. Executive Director of Facility Operations Robert Corcoran said the success in reducing water consumption is particularly significant in light of the expansive growth in enrollment and campus facilities.

“Since 1961, [WSU] enrollment has grown nearly 135 percent, from 7,762 students at that time to 18,234 in the fall of 2009,” Corcoran said. There has been more than a 515% growth in the total square footage of all Pullman campus facilities, yet WSU’s numbers for water usage continue to drop. This is achieved by continuing efforts to identify and eliminate water-wasting equipment in campus buildings, upgrades to process facilities, and numerous replacements of equipment such as refrigerators, portable air conditioners, and water-efficient flushing toilets like those placed in the Compton Union Building’s recent renovations.

Student Involvement

During spring break 2010, students got involved in Spring to Action Break for Change, an opportunity for them to have fun while making a difference abroad. Students and faculty from WSU traveled to various locations throughout Washington to give services and learn about sustainable agriculture and natural resource issues directly affecting the state. Projects included working on sustainable and organic farms, as well as serving at sustainable food banks. Students are highly encouraged to participate as WSU continues in their efforts to create and maintain a sustainable campus for all to enjoy.

Recognizing 2010 Industry Participants

