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LOS ANGELES

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Debut Trade Show Incorporates Eco-Friendly Initiatives

The new fashion trade show Class took to the [Santa Monica Civic Auditorium](#) last weekend with an array of eco-minded initiatives, from practical to whimsical. Here's what organizers did to stay on message and keep the style-minded attendees interested.

Class staffers pushed carts of organic and sustainable snacks directly to showgoers, who munched on rolled veggie or turkey sandwiches and bananas provided by Dole and sipped beverages from Honest Tea while browsing the fashion wares. At a refreshment station, bicyclists powered blenders that whipped up organic fruit smoothies in an unconventional and fully green way.

A station from sustainable-living nonprofit Rock 'n Renew gave guests a quick way to offset their carbon use: The group encouraged attendees to make donations to support carbon-offsetting organization True Offsets and its effort to plant fast-growth, native-species trees in Hawaii as a natural carbon-absorption model.

Filtered-water stations from I Love My H2O quenched the thirst of showgoers, and each guest received a reusable water bottle made from 100-percent recycled plastic, printed with a "fill me and fill me again" slogan. Organizers made efforts to recycle all waste created at the show, and Class provided tote bags—printed with the "use me and use me again" slogan—made from organic cotton. [R Design Lab](#) produced reusable signage (that mimicked chalk boards with vinyl, peel-off lettering) and garment racks for each booth, and a carpet made from 38-percent recycled fibers covered the floor of the auditorium.

Additional spaces dubbed "EcoOasis tents" sat outside the venue, creating space for additional brands and retailers. [Green Power Generators](#), ranked cleanest by the Environmental Protection Agency, powered each tent. —*Laura Kasavan*



Guests nibbled on organic and sustainable snacks.

Photo: Brian Lovely



Bicycle-powered blenders mixed organic fruit smoothies.

Photo: Brian Lovely



Rock 'n Renew gave guests a chance to offset their carbon use.

Photo: BizBash



Showgoers received reusable water bottles.

Photo: BizBash



R Design Lab created reusable signage.

Photo: BizBash



Green Power Generators provided tents with eco-friendly power.

Photo: BizBash

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