



FASHION WEEK DAILY DISPATCH

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Top of the CLASS

California's newest trade show goes "light" green, offers surf classes

Friday, August 15, 2008

(NEW YORK) With piles of line sheets and disposable materials, trade shows aren't exactly known for their conservation. But a new California trade show, CLASS, is trying to change all that. Founder Jason Bates has created a "light green" approach, which is environmentally conscious in a realistic, sustainable way. As such, designers who use sustainable and organic materials are highlighted for the modern, responsible consumer. CLASS includes a highly-curated group of contemporary designers including Buckler, Vince, New Balance, Seychelles and Ted Baker. The show will take place on August 19 and 20 at the Santa Monica Convention Center, an apt locale for a show devoted to the sun, surf and high-end leisure lifestyle. Surf lessons will even be offered to retailers before they hit the floor, courtesy of the RVCA surf team, while treatments at the OC Spa will satiate the timid. AP Ecology sessions will be offered for those wishing to limit their carbon footprint in a stylish way. Additionally, the show will offer a taste of culture with an art gallery, featuring work from five SoCal artists and designers. Class is now in session!

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