

Eco-Beautiful

SPRING 2011

weddings

**THE GREEN
CITY WEDDING
GUIDE:
PARIS!**

An Earthly Affair
WITH JENNIFER

EARTHDAY
WITH THE NATIONAL
WILDLIFE FEDERATION

**GREEN
GLAM
GO!**

Dress Up
WITH AMY KUSCHEL

**+ PUNK ROCK
BRIDE + EMMA**

lifestyle



Beklina



Danijo

greenglamgo™

BY CAROLYN GERIN*



TOP: Kitty Andrews

North Beach, San Francisco, December 2009

OVER PORK FRIED NOODLES AND PINTS, I met my good friend Clarissa Nicosia** at the end of the year, the conclusion of many projects, and the morning after a few industry parties. We were sleep deprived: punchy, starving, and ready for some serious processing. We met while producing *Operation Aisle Style: An Alternative Bridal Fashion Event* with the W Hotel and *Destination I Do*, and were excited to work together again. In the wonderful and loquacious way that brutally direct friends have, we dug into the details and our noodles like velociraptors and got right down to it: *What's next? What can we do? And how quickly can we do it?*

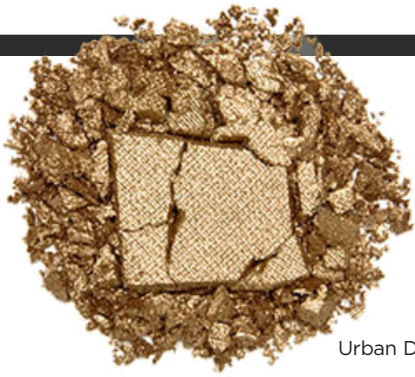
Clarissa lamented that her goal in life was not to persuade women to buy yet another pair of black pants; she sought to merge her fashion and green background with technology. Although I love the bridal industry, I also missed product development

and working on engineering teams, and wanted to return to my sustainable roots. With this in mind, we headed out to find our team. Our aim was simple: to merge the sustainable and green fashion scene with technology, and create an app to aggregate this community, make green a little more glam, and a little less crunchy (but every bit as tasty!)

Fast forward 9 months: We found our team and worked on our concept for 9 months without funding (but we all had an innate sense that it would all somehow gel). We created and delivered our concept and technical plan to Nokia, and against all odds, **GreenGlamGo - Green, Glam, Sustainable, Attainable, Fashion to Go** was born.

WHY DO THIS IN THE FIRST PLACE?

We saw a pattern we didn't like: how difficult it was for friends and



Urban Decay

colleagues who owned or designed for green/sustainable/handmade boutiques – on or offline – to stay in business. Some couldn't weather the economic downturn and shuttered their doors. Others found the cost of designing, producing, and distributing small batch lines of apparel unfeasible; or if they managed it, had not a scrap left over for marketing. *Obscurity is the enemy of fashion*: people have to see your clothes and accessories in order to buy and wear them...hence, the reason why we opened the lens to includeetailers in the sustainable space. We believe that green has many levels: it's about intention, not merely certification, the goal being to improve and inspire - all boats rising. When everyone is making micro-im-

“We wanted to create a mobile application that offers fun, green, glamorous, luxurious fashion quickly and easily—fashion that feels as good on the inside as it looks on the outside.”

CLARISSA NICOSIA,
CO-FOUNDER, GREENGLAMGO

provements, everything is headed in a good direction, whether you are LEED certified or not.

THE CONCEPT

GreenGlamGo is a custom mobile site, smart phone application and platform that opens the playing field: to showcase the most creative, under the radar, green and sustainable designers who are either too small or undercapitalized to muscle their way into the big box retailer space but are no less relevant.

The idea is to give eco-fashionistas the opportunity to shop ethically, stylishly and vote with their dollars. It's also a 'haute hybrid'- catering to the duality in all of us *look good/buy good* girls: one side of us wants to save the world, ie: we support fair trade, green practices, and the sustainable, handmade revolution. The other side craves divine design, the hottest trends, articulated collections, and wicked underground labels that no one knows about (but everybody wants). We believe that you don't have to give up glamour to get to green, and that's our goal.

Ultimately, fashion needs to be fun (and sometimes even frivolous), but at the end of the day, a girl's got to look and feel good: about what she's wearing and what she's buying. It is our aim to serve her with curated offerings and engaging content to help her navigate the net and unearth these underground gems. ►

* **Carolyn Gerin** had run a boutique design and communications agency in SF, focusing on sustainable and smart growth outreach, web development projects, designed tabletop products for Williams Sonoma, created the Anti-Bride series, and continues to serve as Sr. Editor for the **Destination I Do Magazine**, one of the best jobs a globetrotting gal could have. Read more about Carolyn in our Contributors section

** **Clarissa Nicosia** is a fashion expert and trend forecaster having produced over 2000 fashion shows for luminaries such as Michael Kors, Valentino, Alexander McQueen, Global Green USA and more. She served as a member of the fashion management posse at Nordstrom as well as a college professor of fashion and consumer marketing.

OUR ETAILERS

We found them the way we find everything good that life has to offer: word of mouth, friends of friends, industry connections and inventive bits of merch we adore or covet. Ouretailers at launch were:

Apres Collective
California, USA

Beklina
California, USA

Blake Hamster
Munich Germany

C. Madeleine
Miami, Florida, USA

Casalinda
California, USA

Cherished Bride
North Carolina, USA

Chronicle Books
California, USA

Dannijo
New York, USA

Eco Citizen
California, USA

Eco skin
California, USA

Heavy Eco
Tallinn Estonia

Hammock and High Tea
New York, USA

Kitty Andrews
California, USA

Mr. Poulet
Paris, France

My Boa Style
New York, USA

Oak and Co.
California, USA

Restore Clothing
New York, USA

Urban Decay
California, USA

Wallett
California, USA



greenglamgo

Ever since launch on 3.3.11, we have enjoyed a crush of etailers who want to join our tribe. The solidarity and enthusiasm is heartening: we've put a lot of creative energy into our endeavor and we're ready to share the love, and blow it up bigger. Bring it on: etailers, green and sustainable designers, vintage and handmade vixens - *the lemonade stand is open for business*. We want all of you who care about the earth and good design to join us and help us build the community, and promote your business. It's not easy being green, sustainable, or handmade, but it is rewarding, or you wouldn't be doing it.

Eco-fashionistas: we will be building our cadre of curated rock stars on the site and the app so stay tuned, we're adding etailers every week.

Stay, green, glam, sustainable and gorgeous, *we've got our eye on you!*

greenglamgo

@Greenglamgo

Green, Glam, Sustainable, Attainable:
Fashion to Go!

Get the App!

GreenGlamGo can be downloaded to your Nokia phone by visiting the Ovi Store

FOLLOW

Facebook: GreenGlamGo
Twitter: @GreenGlamGo

YouTube
Ovi Daily App Review

FACTS GEEK SHEET FEATURES

- **GreenGlamGo** is the first mobile application to offer its users instant access to the latest in eco-fashion, beauty, bridal, handmade, vintage, accessories, shoes, and handbags
- Users can easily browse items by categories and special features, and then click a link to the site to purchase.
- Users can easily share likes and purchases via Facebook, Twitter, and Digg, connecting their friends and social communities.
- GreenGlamGo offers users eco-eclectic content: the latest eco fashion news, designer spotlights, profiles, interviews, and stellar shopping with the latest in mobile technology platforms

TECHNICAL SPECS

Mobile App

- Flash Lite 4.0 in Web Runtime (WRT)
- Runs on Symbian^3 devices with screen resolution of 360x640 (Nokia N8, Nokia E7, Nokia C7 at the moment)
- MD5 encrypted user validation and authentication
- JSON data transactions, content pulled from greenglamgo.com web server

Backend

- Custom Wordpress implementation
- All content (web + mobile) managed through single UI
- Custom Google Analytics

implementation for

- mobile and web metrics
- Mobile optimized dynamic image rescaling

Website

- Optimized for latest versions of all commonly used web browsers

Future Plans

- Publish Adobe AIR versions of the app for Android and iPhone
- Same core code for all platforms with platform specific minor tweaks
- Possible to use same code to build iPad-apps for platforms supporting Adobe AIR
- Develop app for Nokia's Windows Phone, when available. [EBW](#)