

Sustainable Products Panel



"Eco-apparel is a \$5 billion market in the US and has grown 300% in a decade."
Inc.com

On Saturday, March 16th, 2019, Covain hosted a panel discussing sustainability at Le Pop Up in Venice, CA. Sunny day on Abbot Kinney was a refreshing change after such a rainy winter. The event was held on the store's Boho Chic back patio. Guests arrived in their casual fashionable attire ready to mingle. There were plenty of refreshments including wine, natural sparkling waters, and energy beverages.

We had three fascinating speakers on the panel; whom shared about being socially responsible and how their eco-conscious brands are part of the fashion industry revolution.

Claire Powers from Kindom, spoke about her vast experience in the fashion industry and how she is shifting fashion in becoming more sustainable. Claire was inspired to start working in the sustainable fashion space after seeing the dirty side of fashion and wanting to clean up the environment for children and the next generation to enjoy. She was brought up around the ocean and desires to have kids grow up enjoying the same beach activities she did.

Josh Kriger from Canopy spoke about recycled materials he uses for his hats and how he transforms one piece of fashion into countless looks. Leaving a smaller environmental footprint by testing out his hat patches in smaller quantities to see what consumers like the best, instead of ordering such large inventory and not being able to sell it.

Brandon Michael from Baboo spoke about plastic toothbrushes causing such an enormous landfill challenge with the amount of plastic used to make toothbrushes, especially since people typically switch out toothbrushes every 3 to 6 months. 15 billion pounds of plastic each year are created for various products. Baboo is all about minimizing packaging since it is a major cause of enormous plastic creation. Baboo uses bamboo as an alternative to plastic packaging. Pandas don't like eating most types of bamboo, which makes bamboo a savvy material to use.

After the captivating panel finished, audience questions started, which sparked striking discussions about the sustainability movement.

Learn how to do your part in the sustainable fashion industry.
www.Apparelcoalition.org

Make sure to sign up for upcoming events: www.Covain.com
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