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Lauren Conrad Designs for BlueAvocado with REPREVE

by Jennifer Nalewicki | Monday, January 30, 2012



A popular resolution for many people this new year is to live a greener lifestyle, but sadly some of us have already fallen off the bandwagon. Not Lauren Conrad. The 25-year-old fashion designer and former MTV reality-show star has teamed up with sustainable brand **BlueAvocado** to create an eco-friendly collection of products that will include travel and cosmetic accessories and home storage.

Paige Davis, co-founder and chief inspiration officer for BlueAvocado, feels that Conrad is the ideal match for this collaboration. Not only does she have design chops from her LC Lauren Conrad and Paper Crown clothing lines, but she's also someone who can inspire younger generations to realize the importance of protecting the environment and the possible negative impact their actions could have on the planet.

"Lauren shares a similar philosophy that change is about starting small and inspiring others to do the same," Davis says. "And that doing good and looking good can coexist."

BlueAvocado got its start in 2008 in Austin, Texas, by a group of three women who strived to create a company that sold durable and fun products that have a minimal effect on the planet. By using **REPREVE** fibers, which are made using fabric created from plastic bottles, BlueAvocado has upcycled approximately 805,000 used water bottles to make its reusable grocery bags and lunch kits. The company also has prevented 46 million disposable bags from clogging up our ever-growing landfills.

The fashion-forward collaboration of lifestyle products will be available to purchase this summer at blueavocado.com and other retailers.

Image courtesy of REPREEVE.