

TIME



Style & Design

Green Living

Is Sustainability the New Luxury?





A villa on stilts, left, in Daintree rain forest; a Vichy shower table, above, crafted from local timber in the shape of an ylang-ylang leaf; the roots of a giant tree in Daintree National Park, right

The eco-travel category's basic tenet is minimal environmental impact

An involvement with local Aboriginal people that began as a friendship is now part of the ethos of the Maloneys' business. Besides guided walks, guests, who range from bird watchers to honeymooners, can take Aboriginal art classes, buy pieces on exhibit by local Aboriginal artists or listen to a didgeridoo demonstration by one of the indigenous staff members. Traditional smoking ceremonies—believed to have spiritual cleansing properties—are held when new staff join, and in the spa, a traditional blend of lemon myrtle leaves and gum leaves is burned before each treatment. Local plants and Aboriginal remedies are featured throughout the treatments, which are based on the Australian-made Li'Tya product line. Ocher, highly valued by indigenous tribes

in ceremony and art, is plentiful on the property and is used to detoxify and soothe, while such plants as wild lime and ginger are ingredients in other preparations. The Maloneys' daughter Kelda, the resort's spa manager, says the emphasis is on a holistic experience. "It's not so much how the buildings look. It's the experience that makes it five star," she says.

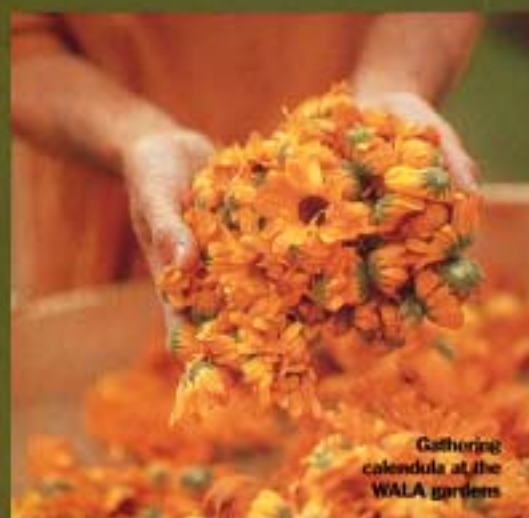
On her first trip to Australia from her home in Taiwan, Soyoung Yuan says, she and her husband deliberately chose eco-friendly accommodations wherever they went: "We want to make sure our money is going to an organization that is going to make a positive impact." Although she thinks the lodge could improve its green attributes, Yuan is impressed. "It's very in harmony with the environment," she says. As hundreds of bats wheel through the evening sky, tour guide Ian Worcester steers his small boat through the placid waters of the nearby Daintree River, spotting leaflike shad-



ows that, on closer inspection, turn out to be azure kingfishers. Flowers that bloom for just one night a year open underneath the drooping branches of native cherry and nutmeg trees.

As the scent of ylang-ylang floats on the breeze, Worcester points out a dark swath of forest where he once lived on the banks of a tributary in a shack with no walls and, until a neighbor ran an extension cord to his place to power a lamp, no electricity. "I used to fish from my lounge room," he says wistfully. Such accommodation might sound sweet to some, but if taking eco-holidays is about being immersed in natural beauty with some indulgence along the way, the Daintree lodge hideaway is a happy choice. Green ants or not. ■

Not Your Average Night Cream



Gathering calendula at the WALA gardens

SUSAN KURZ BELIEVES the skin is like a plant. "The epidermis is the root, the dermis is the stem and leaf, and the subcutaneous is the seed and flower," explains the president of Dr. Hauschka Skin Care, which combines pharmaceutical technology and traditional herbal preparations with a holistic approach to healing the skin by supporting its natural functions.

Founded in 1967 by chemist Rudolf Hauschka and aesthetician Elisabeth Sigmund, the beauty company's lab, WALA Heilmittel is in Erfelden, Germany. WALA stands for Warmth-Ash-Light-Ash, representing the rhythmical, water-based extraction process used after plants are harvested by hand at sunrise—when the oils are most concentrated—yielding bath oils, skin treatments and cosmetics without alcohol or preservatives. "Rather than suppressing one symptom like dryness or oiliness, we activate the skin's ability to heal itself," says Kurz, whose book, *Awakening Beauty*, will be published in May.

The brand is also dedicated to fair trade and eco-conscious business practices, like helping rose farmers in Turkey convert to biodynamic agriculture and teaching women in Burkina Faso how to turn shea nuts into butter so they can earn money to send their children to school. —By Nadia Mustafa



Who's Who: The Eco-Guide

From fashion to food and from furniture to beauty products, here is a look at 14 forward-thinking individuals who are reinventing the rules of design with environmentally friendly flair



The Designer Activists

Ali Hewson & Rogan Gregory

45 & 33, Dublin & New York City

CLAIM TO FAME In the spring of 2003, New York City-based designer Gregory met with U2 stylist Sharon Blankson, who mentioned that Bono and his wife Hewson were thinking about starting a clothing line. A few weeks later, Bono paid a visit to the Rogan showroom.

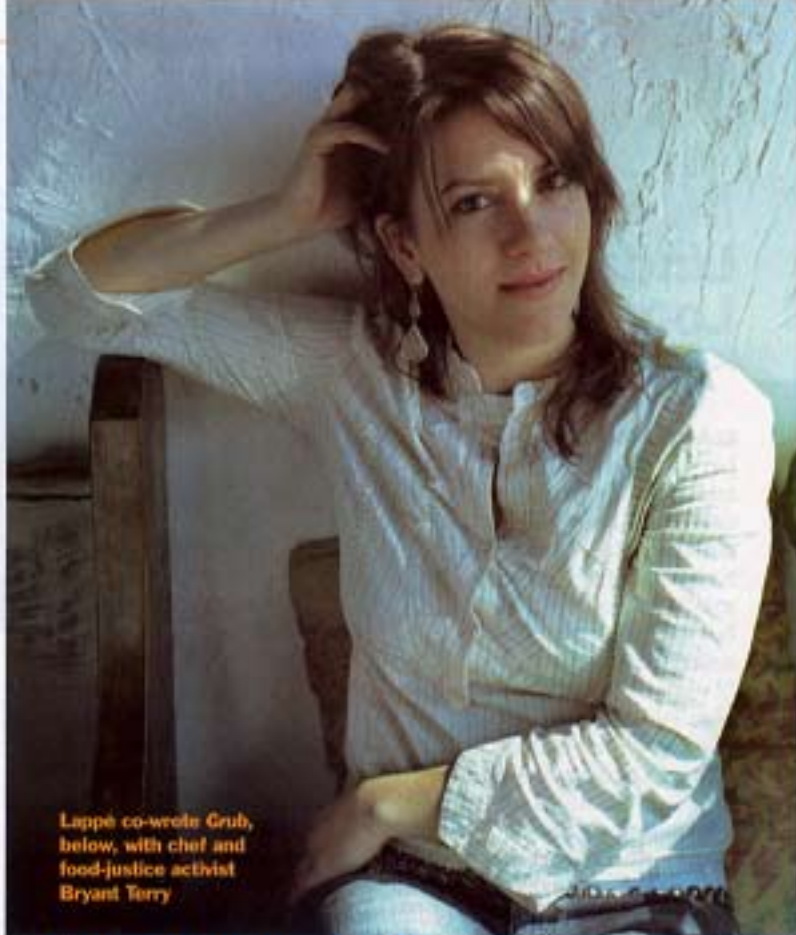
BIG BREAK Gregory and Hewson (with a little help from Bono) launched Edun, a socially conscious apparel line for men and women, in the spring of 2005 with a mission to bring fair employment and trade to the attention of the fashion industry. They also wanted their clothes to look good. "We want it to be a business model that people will follow. People want fair trade, but they don't want hair shirts," says Hewson, who is involved in Edun Live, a project that aims to provide immediate job growth in African communities through a merchandising program selling organic cotton T-shirts for use as promotional items.

DESIGN TOUCHSTONE The goal is for Edun to become 100% African and 100% organic without lowering the quality of the items. "There's been a huge swell in the market for organic and fair-trade products, and the same thing is happening with clothes," says Hewson. "People are reading the labels on their clothes. They're asking themselves if they want to wear something that was made out of someone else's despair."

—By Nia Elizabeth Shepherd

Hewson, far left, and Gregory, the creators of socially conscious fashion label Edun, right





Lappé co-wrote *Grub*, below, with chef and food-justice activist Bryant Terry

The Conscious Foodie

Anne Lappé

32, New York City

CLAIM TO FAME Since co-founding the Small Planet Institute and Fund with her mother, author Frances Moore Lappé, the Brooklyn resident has been raising money for environmental organizations around the world, like a quarter of a million dollars for Kenya's Green Belt Movement, which has planted 30 million trees since 1977. As a Food and Society Policy fellow at the W.K. Kellogg Foundation, she travels the country educating Americans about the connection between food policy and public health.

BIG BREAK Raised in Oakland, Calif., Lappé studied education at Brown University and spent a year teaching history in South Africa. She earned a master's degree in economic and political development from Columbia University, turning her thesis into a book about the root causes of hunger and poverty, *Hope's Edge: The Next Diet for a Small Planet*, co-written with

her mom. "Globally, we're producing enough food not only to be well fed but to get chubby," says Lappé. "If more citizens rather than corporations had a say in decisions being made about our food, there wouldn't be any hunger."

DESIGN TOUCHSTONE In her new book, *Grub: Ideas for an Urban Organic Kitchen*, she advises city dwellers on how to find fresh food: "Even if you live in a concrete jungle, you can be a farm shareholder by investing at the beginning of the year and getting delicious food you can trust all year long delivered to your door." —By Nadia Mustafa



The Urban Artist

Ryan Frank

32, London

CLAIM TO FAME Rather than envision a final product, the Johannesburg-born furniture designer focuses on experimenting with materials. Frank's eco-sensitive collection is inspired by the contrast of nature and urban deterioration, corrosion and decay. "I grew up in Africa with big open spaces and came to London, where the bridges and canals are over 100 years old and the buildings are recycled, reclaimed and patched up," he says. "This city has just enhanced my desire for nature."

BIG BREAK After studying product design in Cape Town and in Zwolle, the Netherlands, and working at Dutch design studio DenHartogMusch and at Alsop Architects, Frank settled in London, where he sells his "free-range" products made of urban detritus (think brick accessory bowl). Soon he plans to relocate to Catalonia, Spain, for the warmer climate. He hopes to teach his sustainable-design techniques to poor South Africans and help them organize a free-trade work group.

DESIGN TOUCHSTONE "For me, products don't have to be shiny and new," says Frank. "They can be worn and rusted, and that adds character." His latest creation: Inkuku, a chair made entirely from plastic shopping bags, following a traditional African practice of using everyday discarded plastics to make objects for the home. —N.M.



Sunday rocking chair, below left, and Hackney shelf, below, covered with authentic public graffiti collected by Frank, above



Onysko created the organic line of Pangea body products, below



The Green Groomer Joshua Onysko

28, Boulder, Colo.

CLAIM TO FAME "In the organic market, in personal care at least, most of what's available is in hippie packaging," says Onysko, founder and CEO of Pangea Organics Ecocentric Bodycare. Onysko can spot a hippie from a hundred paces, considering that his life as a junior high dropout and global drifter has put him in contact with more than a few of them.

BIG BREAK Onysko's interest in the business started as a "fun project" to do with his mom. The two bought some supplies at a natural-foods store and made a small batch of soap. It wasn't until he used a spare bar from his backpack to take a memorable outdoor shower in Goa, India, that the inspiration for Pangea struck. Back in the U.S., he started a business that has expanded to a 10,000-sq.-ft. factory and sales at Whole Foods Markets across the country. Onysko is passionate about the impact of grooming habits on the environment (the average shower gel takes 200 to 300 years to biodegrade once it's rinsed down the drain).

DESIGN TOUCHSTONE "Ultimately, you can't really convert people unless they like the way the products look," he says. So Onysko worked with Ideo, a design firm based in Palo Alto, Calif., to give mass appeal to the organic lifestyle. Result: a great-looking soap box made of 100% postconsumer materials. "You can throw it in your yard, and it will just melt away," says Onysko. —By Christine Lennon



The Earthy Fashionista Linda Loudermilk

41, Los Angeles

CLAIM TO FAME Don't let her environmental intentions fool you. The designer is known for her tailored clothing made from sustainable fabrics, like soy- and corn-based fibers, but her "Luxury eco" collection is all about style.

"I want to make it easy for a high-end client to walk in and know what lifestyle this is," says Loudermilk. "It's very outside of hippie and hemp." Her creations—including organic silk-charmeuse gowns, men's bamboo suits and women's separates made from an antibacterial Japanese fabric called *sasawashi*—are sold around the world at stores like Atrium in New York City and Villa Moda Lifestyle in Kuwait.

BIG BREAK After designing couture in Paris, Loudermilk returned to the U.S. to start a line of clothing that would help the environment and "do more than feed the female ego." She developed a high-end T shirt line made of organic cotton, which she sold in Europe. "People were really into what we were doing then," she says. "There was a real void in the market." She calls her customer a "metro-naturalist: someone who is artistic and urban, self-expressive and makes choices out of the norm."

DESIGN TOUCHSTONE Loudermilk credits the environment for influencing her punkish, rock-'n'-roll style and hopes her clothing will help people bond to the earth. "Nature has more edge than we can ever create," she says. "I want to help people feel a connection to it on a daily basis." —By Caroline Tell



Loudermilk, above; her bamboo Chico jacket and pants and sustainable-chiffon River top and Manus skirt, below

