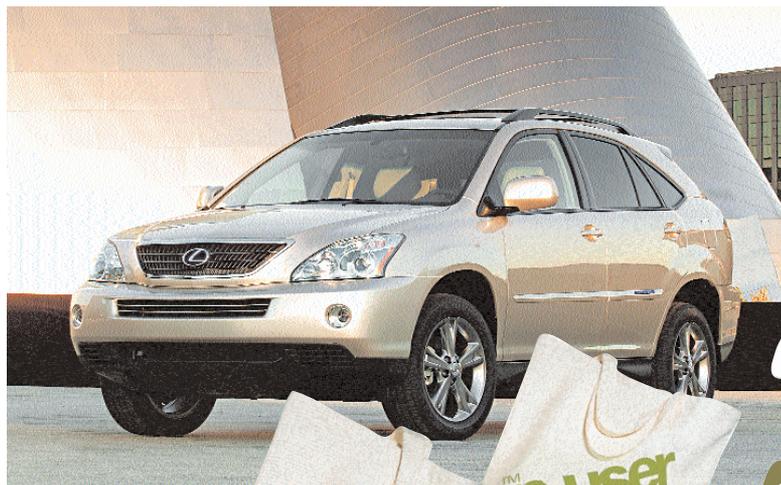
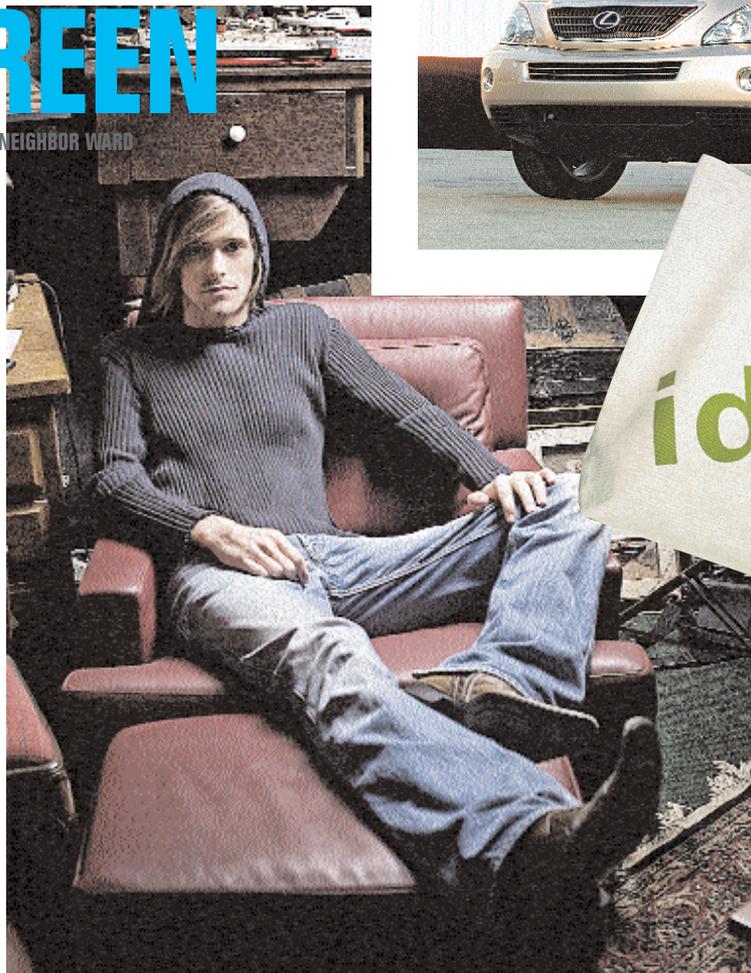


# THE RADAR GREEN

BY TRAVIS NEIGHBOR WARD



Left to right: Indie Peace fashions; the Lexus RX400h hybrid SUV, the core of Elite Green Car's fleet; the two faces of Origins' shopping totes; the recycled and recyclable paper board EcoHanger.



overseas production." And the names are cute to boot. Our favorite: Buddha, a green short-sleeved T-shirt that retails for \$72. [www.indiepeace.com](http://www.indiepeace.com).

**STUFF IT!** It's hard to imagine that 100 billion to 1 trillion plastic bags are consumed around the world each year—and that it can take 1,000 years for each one to decompose in a landfill. (Reality check: About 1,000 years ago Leif Eriksson discovered North America!) Instead, next time you're heading to the supermarket, bring your own shopping bags. To celebrate the not-so-new idea, try Origins' organic cotton totes with "I Don't Get Wasted" and "Re-User Friendly" printed on them, part of its new Origins Organics collection. Up to \$120,000 in profits per year from the \$10 bags will benefit the Organic Farming Research Foundation, so you get a double pat on the back. Of course, if you shop the way we do, you'll need to buy 12. *Origins at Perimeter Mall, 770.730.5868 or [www.origins.com](http://www.origins.com).*

**HANG OUT** So, how many times do you actually take those ugly wire hangers back to the drycleaner to be recycled? If you're like most people, not often—more than 3.5 billion wire hangers are used each year in the United States alone. The Hanger Network has come up with a solution: EcoHangers, made from 100 percent recycled paper board that is also recyclable. Recently fashion brand Joseph Abboud teamed with the company to bring them to Atlanta via some drycleaners, including Legacy Cleaners in Alpharetta (13695 Highway 9, 770.442.1095). Legacy started using them for shirts last month and went through 1,500 in the first two weeks. "We love them, the customers love them and the shirts fit on them beautifully," says store manager Shelina Esmail. Or, if you want to purchase them directly, the Web site sells its "We Love the Planet" series at \$8.99 for 12; Fedex is free. [www.hangernetwork.com](http://www.hangernetwork.com).

**REV UP** Thanks to the recently launched Elite Green Car Atlanta and CEO-on-a-mission Mike Kersten, Atlantans can get chauffeured all over town in true hybrid style—and we don't mean in a Prius. The fleet consists of Lexus RX400h hybrids equipped with all the bells and whistles of a luxurious ride, from leather seats and Sirius Satellite Radio to a GPS navigation system and Wi-Fi access. The hourly rate is \$55; a trip to the airport from Midtown or Buckhead is \$48 each way. 404.350.8511 or [www.elitegreencar.com](http://www.elitegreencar.com). 🚗

## CRUNCH TIME *Add these to your resolutions before 2008 hits.*

Who says that doing your part to help the environment has to be hard? Bah humbug! Here are four cool, new things you can do around town that make it easy to feel good about doing good.

**WEAR IT ON YOUR SLEEVE** For a locally made take on eco-friendly fashion, check out the hip new Indie Peace men's collection of 100 percent certified organic cotton T-shirts and sweatshirts. Heading up the fledgling company are the two co-founders, president and CEO Lawton Ursrey, an Atlanta photographer, Web designer and model, and chief creative officer John Van De Wiel, who's designed clothes that have appeared in magazines from *Vanity Fair* to *Esquire*. These guys are going all the way: Indie Peace clothing is made using water-based inks and low-impact dyes, and the team avoids employing any sweatshop-type factories in favor of Southern gigs with good ethics. "We have developed a 'doing well by doing good' business model," Ursrey says. "The cutting and sewing component, for instance, utilizes struggling textile factories throughout the Southeastern United States, which have been crushed by

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