

Christa Donohue's 'Green' Products Become Red Hot Fashion

by Libby Carty McNamee

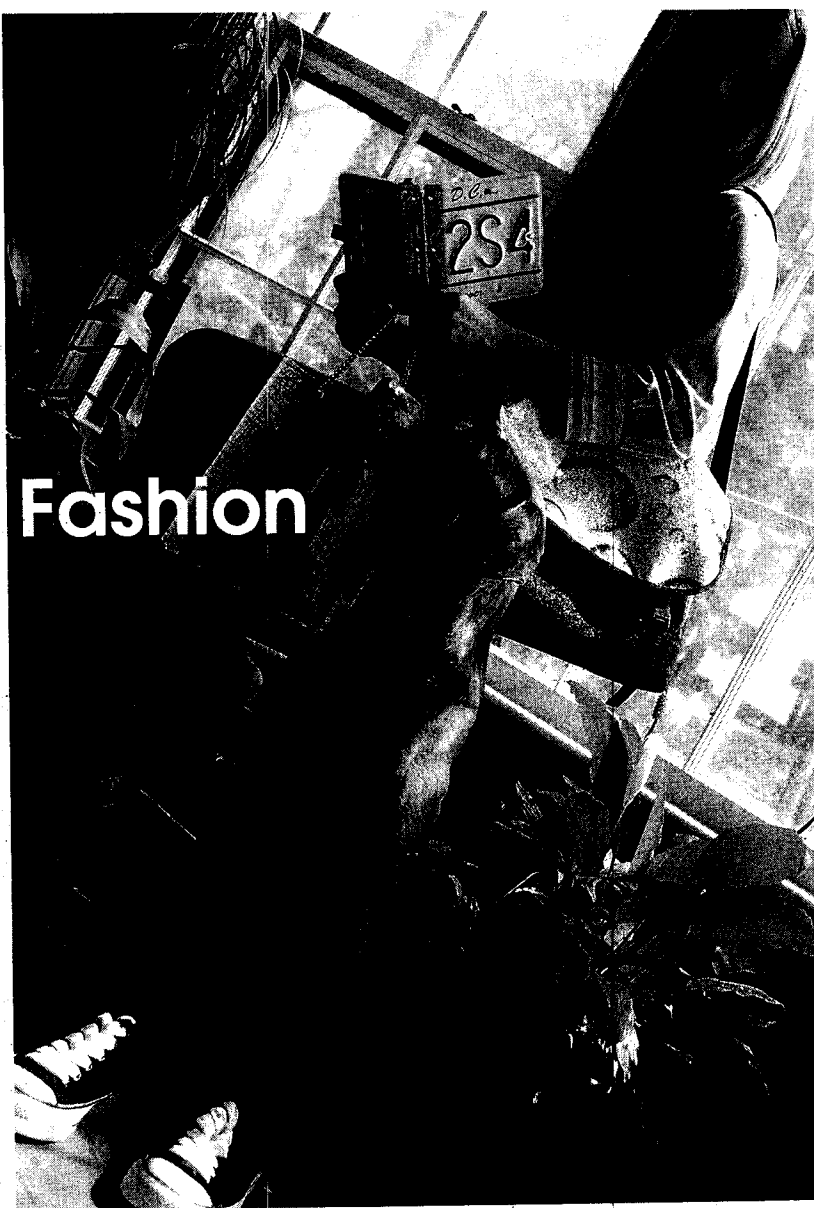
I'll admit it; I was skeptical at first. Recycled materials magically transformed into something beautiful and trendsetting? The minute I saw the eco-chic merchandise offered by Planet Reworks, any doubts vanished in an environmentally friendly puff of smoke. Christa Donohue, founder of Reworks, shows that it is easier being "green" than you think, while making a fashion statement at the same time! She confesses with a smile, "The best part of this job is seeing people's eyes light up when they see the products for the first time."

I am willing to bet that you will not recognize the old billboard advertisements, broken windows, discarded wine bottles, and junk mail that are the raw material for these stylish products. Instead, you will be too busy making a list of friends who would love many of these gorgeous recycled gifts. You can choose from retro wine glasses made out of old wine bottles, one-of-a-kind funky shoulder bags from highway billboard ads, CD holders and purses crafted out of surplus license plates, bowls and coasters created from the vinyl records of yesteryear, earrings containing recycled glass, and much more.

Although it is tough to narrow it down, one of my favorites is a birthday card made of recycled paper and fresh seeds. The recipient can literally plant the card and watch it bloom. Now that is one gift that keeps on giving! Another standout is the flip-flops made from old racecar tires, a great addition to your spring wardrobe—plus they are 20% off through the end of April!

There is no doubt about it; this is one purchasing decision that feels good. What's not to love? You get a seriously stylish new accessory and you single-handedly divert materials from our overflowing landfills. What a beautiful way to make a difference!

Joking that she looks at the world through recycled glasses, Christa displays a savvy business sense backed by degrees from both University of Richmond and Georgetown.



EVERYBODY'S into GREEN.

"We believe it is possible to be hip and trendy while still protecting the planet," she says.

Christa plans to have a retail location soon. In the meantime, explore her products for yourself at www.planetreworks.com, or contact Christa at 502-1539, or e-mail customer@planetreworks.com. **V**



Libby Carty McNamee is a local freelance writer and lawyer who had no idea that recycled products could be so tantalizing to the eye.