

smart glass jewelry : as seen on



The Gallery Los Angeles Launches Eco Event

Environmentally Friendly Brands Showcase Product During LA Market Week

LOS ANGELES (June 10, 2008)—Public relations firm The Gallery Los Angeles continues to promote eco-friendly brands in exciting settings. On June 6–7, the firm hosted The Green Gallery Eco Showcase & Trunk Show in conjunction with L.A. Market Week, to bring buyers, press and stylists under one roof. Guests were able to view the latest green products from 12 brands covering the full range of fashion including Sea Bags, Smart Glass Jewelry, Threads For Thought, ecoSkin and The Wellness Company. Located at The Gallery's space in the Cooper Design Building downtown, the energy was high as upbeat music pumped through the room and guests enjoyed complimentary beverages.

Guests gathered to check out the latest 'green' offerings in the fashion industry. The inaugural event garnered the attention of more than 200 attendees who were able to find everything from apparel made with organic cotton and bamboo to vintage jewelry made from glass bottles and handbags made of recycled sails. The Gallery Los Angeles owner Mikey Koffman will continue to host this event to kick off each market week in the future.

"We brought it downtown to make it easier for the buyers. This is an open platform to sell," Koffman tells WSAToday.com. "It offsets the cost of being at the market. We wanted to open this up to press to show off product." The Gallery Los Angeles specializes in working with smaller companies in an effort to promote their products and give them the opportunity to be discovered.

Angela Burgess and Courtney Taylor of Angel Court Vintage jewelry company Angel Court, named after best friends Courtney Taylor and Angela Burgess, was pleased to be in the company of other brands with a similar mission. "We want to expand our client base in the Western states and international accounts as well," Burgess says. "You need to go to market, because networking and sharing with other designers is immeasurable; they inspire us." Based in Mississippi and Arkansas, Angel Court produces a line of neck-

laces, bracelets, earrings and rings created from recycled and resourced pieces.

This showcase was not The Gallery Los Angeles' first eco event. At both the October and March editions of Mercedes-Benz Fashion Week in Los Angeles, the firm produced a fashion show where models strutted down the runway sporting apparel and accessories from a variety of environmentally conscious designers.

Smart Glass Jewelry designer Kathleen Plate The Gallery Los Angeles' next endeavor involves launching a tradeshow within Magic August 25–27. ECOLLECTION at Magic will include more than 100 booths and a daily fashion show in the South Hall of the Las Vegas Convention Center. Koffman says the event will truly be a lifestyle trade show featuring products for men, women and kids, as well as speakers and even a bookstore. "Green has been around forever; it's just starting to take ground," she says.



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