

HOME

APRIL 2009

*Artistic
style*

Personal
expression
is the focal
point of
Weston home

Take these
seats

Container
gardens

A galloping
good time





GOING GREEN Dayan Moore, left; and Alison Grievson make accessories from recycled billboards, and have saved almost 6,500 signs from landfills in the process.

FABRIC OF THEIR *lives*

Designers
weave green
practices into
everything
they do

By *Beth Cooney*

Dayan Moore and Alison Grievson hate waste and love fashion.

So it's no wonder the creative partners found high style in the unlikelyst of places: roadside billboards bound for the landfill.

The remnants of that highway clutter have become the seeds of green-spiration for the ladies who pair earth-minded sensibilities with stylish concepts in their GG2G line (it stands for Good Goods to Give, Good Goods to Get;



ZIP IT

Who could guess the George Dopp Kit got its start as a billboard? "It takes some patience to work with these materials, but we love that they are not burlap bags," says Grievson.

the partners alternate titles) of pocketbooks, pillows and impossibly cute accessories. With add-ons to their line such as diaper bags, gym totes, belts, office folios, men's Dopp kits and ottomans, the women have established themselves as a cutting-edge resource for eco-chic goods. Locally, their hand-sewn wares, which cost up to \$90, are sold at Whole Foods markets and The Green Living Center in Westport.

The friends, who started their Milford-based business using recycled and vintage fabrics, say they were "smacked in the face" with the idea of turning billboards into fashion during a business commute turned brainstorming session on Interstate 95.

"We quite literally were passing a billboard when we sort of had this revelation: 'What happens to those things when they get torn down?' " says Moore. "I remember looking at this sign that said, 'I Wage Peace.org' and saying, 'That's fabric.' "

Green karma was on their side.

Moore, an artist and graphic designer who says she was into recycling "before it was cool," had a neighbor who owned hundreds of highway billboards "and just happened to be a really green-minded guy."

Soon she and her husband, James, were scrubbing the screens, which are made of vinyl, in their backyard (using nontoxic cleaners, of

TINY DIFFERENCE

The Minnie. The vinyl billboards are prepped with a good scrubbing using nontoxic cleaners.



BAGGED

The Joan Pleated Purse is embellished with wood bead handles.

"We completely reconsidered what we could use to make pocketbooks," says Moore.



course). Then, she and Grieveson, who studied fashion design at New York's Fashion Institute of Technology, began shaping them into one-of-a-kind accessories. "It takes some patience to work with these materials, but we love that they are not burlap bags," says Grieveson. "Our goal was to create accessories that were edgy, bright and vibrant, stuff we would actually want to wear." To date, they have saved almost 6,500 billboards from landfills in the process.

When they are not busy sketching new designs or preparing for the upcoming season of trade shows, the ladies live as green as possible. Until recently, Moore and her husband drove a Mercedes converted to run mostly on vegetable oil.

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Fabric of their lives

Continues from page 21

Grieveson's baby daughter, Sophie, wears organic cloth diapers.

We asked the partners to share how they keep it green at home.

A little green goes a long way: "I get made fun of for rinsing out Ziploc bags, but I don't see the point of tossing them after one use," says Moore. She has bamboo floors and energy-efficient appliances in her Milford beach house. "I compost like crazy, always recycle cans and clean as green as possible," says Grieveson.

Eat your veggies: "I'm a vegetarian who thinks a lot of energy and resources are wasted to produce meat," says Moore. Grieveson enjoys chicken and beef, but says, "I only buy organic."

Zero-scape your lawn: Moore trims her lawn with a push mower. "I plant native plants and use rainwater to nourish them," she says. "And the push mower isn't bad exercise."

Change your idea of traditional materials: "We completely reconsidered what we could use to make pocketbooks," says Moore. Sturdy remnants of bicycle tire tubes have worked brilliantly as hardware and seam reinforcements. Recycled seat belts make great straps. You can do the same at home,

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they suggest. An old bedspread might make a cool beach tote or laundry bag. Grieveson uses old T-shirts and fabric remnants to fashion burp cloths and bibs for Sophie. "When my shirts get stained with baby food, I just dye them."

Consign it: New baby clothes for Sophie are a rarity, says her mom, who indulges her fashion whimsy and buys "like new" at consignment shops. "Sure, she gets new things from grandma, but the way babies fly through sizes, it makes no sense to shop anywhere else." Grieveson also has used her talents as a consignment shopper to turn her friends on to new wardrobes. "She's helped me track down some great jeans," says Moore.

Buy American fashion when you can: Shopping locally involves less transportation waste and usually means you are buying from

manufacturers who must follow stricter environmental codes. "We really avoid buying things made in China," says Moore.

Power up with a conscience: They purchase electricity responsibly by checking off the "green" option supplied on their monthly utility statements. "This means our electricity comes from the best possible sources, such as wind and methane gas," says Moore. "It costs a few more cents per megawatt, but it's worth it."

Always clean green: The designers are fond of Trader Joe's dishwasher detergent and laundry soap, and rave about the Branford-based Seaside Naturals line they use to clean their billboard vinyls, office and homes.

— Beth Cooney, a staff writer at *The Advocate and Greenwich Time*, is a regular contributor to *HOME*.



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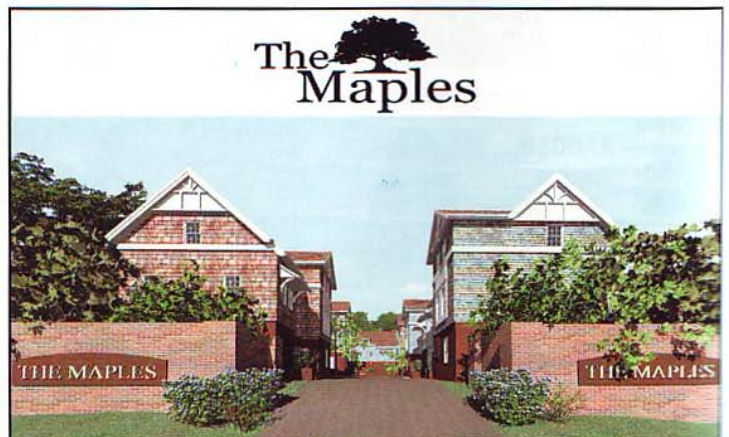
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