

FOOTWEAR PRODUCTS & TRENDS FOR RETAILERS AND BUYERS

WSA TODAY

APRIL 2009 | VOLUME 4, NUMBER 4

RETAILERS GET BRAND-AIDS

Vendors get creative to help retailers weather tough times

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GG2G

PARTNER

DAYAN MOORE

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[THE GREEN SCENE]

GG2G IS BAGGING BILLBOARDS

Day Moore and Alison Grieveson, co-owners of **GG2G**, have created a line of accessories, including everything from handbags and housewares to pet items and pins. Bearing a name that's an acronym for Green Goods 2 Give & 2 Get, the brand makes its products from recycled materials, a favorite being highway billboards. Sourced in the brand's hometown of Milford, Conn., the billboards are cut, washed using a non-toxic cleaner and

Angelina



sewn locally to reduce the company's carbon footprint. "We feel good about using repurposed materials," Moore tells *WSAToday*. "We wanted to use something where the energy had already been created to make it."

Within the handbag category, the women have created two recycled billboard collections lined with 100 percent organic cotton: Revinyalized and Fluxuré. The Revinyalized line is a collection of 15 utilitarian handbags, such as shopping bags, totes, messenger bags and pocketbook styles, that retail for less than \$100. Fluxuré retails for more than \$100 and boasts complicated designs and hardware. "We like to provide the opportunity for anyone to own a handbag made out of something green," Moore says. According to Moore, more than 170,000 billboards are posted on major highways across the country. Depending on the size of the bag, GG2G can make about 50 bags from a standard 45' by 15' highway billboard. But being green doesn't stop with the products themselves. The women also participate in Connecticut Clean Energy, purchasing landfill methane for electricity in the shop and at home, as well as recycling everything in the shop, driving a grease car and reusing boxes and shipping material. "We've been very environmentally conscious since high school," Moore says. "We knew that whatever we did had to match our lifestyle and be green." —*Jillian Dauer*

STYLE AT EVERY PRICE | BUCKLE UP

Fashion meets function with one of fall's leading trends: buckles. The season's styles will keep feet strapped in and *en vogue* with these metal fasteners. Particularly prominent on platform ankle boots, the buckles may come in all shapes and sizes, but the one thing they have in common is their undeniable charm. —*Jillian Dauer*



Matilda
Frye
UNDER \$260



About a Girl
Deréon
UNDER \$75



Macayle
Michael Antonio
UNDER \$60



La Brea
Volatile
UNDER \$80