



All That Glitters Is Green

Fresh Finds for the Eco-Luxe Consumer

By Mikey Rox

enewed focus on America's eco-movement has moved full speed ahead since the beginning of the millennium, though luxury products have been slow to adopt sustainable practices. But with increased consciousness of environmental issues and ever-evolving technology making it easier for high-end brands to make the green transition, they're starting to catch up to their lower-priced counterparts—if only to tempt the unlimited budget of earth-loving, elite-status consumers. What exactly can you buy these days with money to burn and a commitment to cutting your carbon footprint? Whip out your wallet and take a look.

1. CB I HATE PERFUME

The Box-an elegant, exclusive and complete collection of ready-to-wear unisex fragrances-features 40 15ml bottles of namesake Christopher Brosius' signature scents housed in a coffee table tome-sized box covered in black Brillianta book cloth of ecological fibers. Alcohol-free and never tested on animals, this custompackaged 10th anniversary collection features queer-spirited selections like "Faggot," "Here Piggy" and "CB BEAST." \$6,500, cbihateperfume.com

2. OLOLO PADDLE BOARD

In an effort to rebuild the old growth structure of wilderness forests affected by heavy logging and fire, Canadian restoration forester Bill Pocock selectively cuts trees to promote greater ecological diversity and food sources for the various forest inhabitants. As a result, Ololo—the finest hollow-wood stand-up paddleboards in the world—are born from one

unbroken process that actually improves the ecosystem as a whole. Inspired by the ancient Hawaiian Olo boards exclusively used by the island king, Pocock's versions are crafted from hardwoods like black cherry and sugar maple then sealed with topquality boat epoxy. \$1,795-2,295, ololo.ca

3. CADILLAC ELR

Representing the first application of Extended Range Electric Vehicle technology by a full-line luxury auto brand, the Cadillac ELR coupe melds state-of-the-art performance with sophisticated style to

create a car that's as capable as it is coveted. Combining pure electric driving and an efficient range-extending generator, ELR provides a travel distance of 340 miles on EREV technology, while most daily commutes will require zero gas, resulting in zero emissions. \$75,995, cadillac.com

4. HIGGINS SOFA BY ROGER + CHRIS

Give your alreadydapper den the green treatment-in more ways than one-with the eyepopping, leaf-hued Higgins chesterfield from Roger + Chris, featuring gorgeous hand-tufting, detailed stitching on a diamondpattern seat bench and distinctive riveting. Handcrafted in North Carolina, this statement sofa is comprised of eco-friendly, solvent-free leather void of lead and fungicides. Customers can also opt for untreated foam to eliminate the use of potentially hazardous fire retardants during the custom build. \$2,199 and up, rogerandchris.com

5. MOSI BIKE

You can't get anymore in sync with Mother Nature than by hopping on a bike to run your errands—but you can upgrade the wheels you're spinning around town to reflect your success. Enter Mosi, vintage-inspired Europeanstyle bicycles that combine speed, power and performance for all your two-wheeled pursuits. The Mode Collection features four chic cycles—Marc, Hugo, Carolina and Stella. \$1,199-1,599, mosibicycles.com

6. BAY BAG BY WALTZING MATILDA

Repurposed materials from horse saddles and other reclaimed vintage sources are used to construct the metropolitanbut-masculine Bay Bag from Philadelphia-based accessories purveyor Waltzing Matilda, Available in black or brown leather, this handmade weekender features sturdy straps; smooth, sanded edges; and nautical-inspired knots for fast fastening, \$990, waltzingmatildausa.com





