

ecouterre

Lauren Conrad Debuts “XO(Eco),” A Bag Line Made With Recycled Fibers

by [Alyssa Alimurung](#), 07/19/12



Reality-star-turned-designer Lauren Conrad and [BlueAvocado](#) have collaborated on a line of accessories made with [Repreve](#), a fabric derived in part from [post-consumer water bottles](#). Designed to provide women with "cute, eco-friendly product options that will help organize and simplify their lives," the [XO\(Eco\) collection](#) features cosmetics bags, shopping carryalls, and lunch totes in two designs: a black-and-cream "tuxedo stripe" and a mint-and-pink "bird on a wire" print.

BAG LADY

The XO(Eco) range uses the former *The Hills* fixture's signature "XO" mark, which represents her commitment to a "lovable style for a liveable planet," she says. Divided into [food-on-the-go beauty](#), and [travel](#) categories, the lineup includes reusable lunchware, a cool iron cover that withstands up to 500 degrees, a makeup clutch, a 12-piece jewelry roll, a computer case, and a weekender bag.

The XO(Eco) represents Conrad's commitment to a "lovable style for a liveable planet."

Starting at \$9.99, each item features an eco-impact label that lists the product's environmental metrics, such as the number of bottles recycled (anywhere from three to 35) and its overall carbon footprint. Plus, for every purchase, BlueAvocado will donate 1 percent of the profits towards ocean preservation and restoration.

"As a designer, making greener choices has to be easy, inspiring and fun," says Conrad in a statement. "I have designed items in the BlueAvocado XO(Eco) collection with Repreve to become a part of my daily life so I can have fashionable, eco-friendly products. If the XO(Eco) collection keeps millions of [disposable bags](#) and plastic bottles from landfills and oceans, then we have successfully designed a timeless fashion statement."

The [XO\(Eco\) by BlueAvocado](#) collection is available for preorder on [Amazon](#).

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