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Shop Lauren Conrad's Adorable (and Affordable!) New Accessory Line



Courtesy BlueAvocado XO(eco)

[Lauren Conrad](#) is helping the environment ... one makeup bag at a time! The reality-star-turned-designer partnered with BlueAvocado XO(ECO) to create her own line of 20 stylish food-on-the-go, travel and cosmetic accessories made with Repreve, a fabric made from recycled plastic bottles.



"I wanted to be part of the solution, not the problem," [Conrad](#) tells PEOPLE. "As a designer, I hope that my choices can raise visibility around the importance of environmental sustainability and start to drive change with my fans. And what a great way to reuse those bottles we recycle every week."

The star's favorite piece from the cute (and affordable — prices range from \$9.99 to \$69.99) line? The [\\$14.99 hot iron cover bag](#). "So many times I have had to leave the hotel and rush to the airport but my curling iron was still hot," she explains. "Now I don't have to wait for it to cool — the bags can withstand 500 degrees of heat."

Conrad's BlueAvocado XO(ECO) gear is available now on [Amazon.com](#) (for more information visit the [company's website](#)). Can't get enough Conrad? The [Paper Crown designer](#) just launched a new D.I.Y. web series, [Crafty Creations](#), on [her personal site](#).

—*Jennifer Cress*

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