

ELAN Hair Stylist join AVEDA backstage at New York Fashion Week for the third year in a row.

ELAN has been an AVEDA Concept Salon since 1988 so naturally we would partner with AVEDA to work backstage at fashion week. ELAN has been eco-friendly and has adhered to principles of environmentally sustainable business practices over 20 years.

March 10, 2009 - [PRLog](#) -- This year, ELAN Stylist Missi McFalls, Jennifer Stinchcomb, Kelly Wissler, and Kerri Metzger teamed with AVEDA's lead stylist Jon Reyman worked backstage with designers Karen Sabag and Bodkin.

Karen Sabag Fall 2009 collection, The Dance with Nature, has been hailed as her best collection yet. "Sabag headed off the runway, showing her meticulously made cocktail dresses and eveningwear in a gallery format mixing both live models and mannequins--complete with labels explaining each piece of wearable art."

"My clothes have so much detail," explained Sabag, "that I felt it was hard to appreciate it in a traditional runway presentation."

Bodkin is a Brooklyn- based line with creative partners Samantha Pleet and Eviana Hart. Bodkin collection designed in accordance with principles of sustainability in materials and production methods. Manufactured in New York City using organic cotton, organic wool, artisanal vegetable dyes along with innovative fibers such as recycled-PET nylon, cellulosic fibers, and kapok.

Last year Kelly Wimer and Angie Ruiz were part of our team.

Aveda Greens New York Fashion Week

AVEDA has taken the forefront in engaging Fashion Week designers to raise the industry's environmental conscience. Extending its environmental influence to the fashion world, Aveda is asking partnering designers to agree not to serve bottled water, Aveda provides reusable liter-sized non-toxic aluminum water bottles, not to use fur, and to provide organic, locally-sourced food backstage. As a beauty and wellness brand, Aveda is inextricably tied to fashion," notes Dominique Conseil, president of Aveda. "As a creative, trend-setting force, we believe fashion can have a ripple-effect on the global environmental conscience by greening their backstage presence. New to the scene for 2009 is AVEDA's I Catwalk for Water a breakthrough beauty and fashion industry campaign to provide clean water to communities around the world. Every 15 seconds a child dies due to lack of access to clean water. I CatWalk for water—the world's first-ever "catwalk-athon,"—enables models, designers, hair stylists and makeup artists to raise awareness and funds for this lifesaving cause. A full 100% of funds raised will go to one of four partner charities, enabling them to support critically needed water programs in developing countries.

As a leader in environmental and social responsibility for nearly 30 years, Aveda is thrilled to partner with fashion designers who share that same commitment." The designers joining Aveda are Rodarte, Christian Siriano, Ports 1961, 3.1 Phillip Lim, Preen, Rag and Bone, Temperley London, Alexander Wang, Thakoon, Edun and in past show worked with designers Tory Burch, Marchesa, Monique Lhuillier, Marc Bouwer, Gustavo Arrango, Evisu, Designers for Darfur and Perry Ellis. Aveda is deeply committed to its Green Fashion platform and is continually exploring ways to help New York's leading designers reduce the negative environmental impact of future shows-and to generate a greater awareness of environmental responsibility in fashion. ELAN is proud to take part in yet another example of AVEDA reminding us of how small changes can make all the difference.

View videos from Bodkin with AVEDA's Lead Stylist Jon Reyman and Lead Makeup Artist Andrea Harrison at <http://www.eye4style.com/2822209>

Karen Sabag Fall/Winter 2009 <http://www.youtube.com/watch?v=dyIGkAmdZY4>
I Catwalk for Water <http://icatwalkforwater.com/>

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We provide you with talented stylist, nail artist and spa therapist.
Aveda Concept Salon & Spa

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