

HOLD EVERYTHING
EMILY, 24, TAKES
A SWING AT THE
PLASTIC BAG WITH
HER REUSABLE TOTE
(\$8, AVAILABLE AT
BAGGUBAG.COM).
PHOTOGRAPHED BY
DAN MARTENSEN.

VIEW **Fashion at work**

WORD PLAY "I've sewn my own clothes forever, but being a designer seemed as realistic as being a rock star, so I studied economics at University of Michigan. Then, one St. Patrick's Day my roommate and I made tanks with **LUCKY** printed down the side. They were such a big hit, we started custom-making more."

IN GOOD COMPANY "After graduation, I went to Parsons for fashion design. I saw Proenza Schouler's show on style.com and e-mailed them for an internship. Two months later, they wrote back! The business was so small then, they had more interns than employees. I've since worked at J. Crew, but now I'm self-employed. I prefer it because I can visit my family in San Diego whenever I want."

FAMILY AFFAIR "The idea for Baggu ('bag' in Japanese) came after my friend gave me a reusable tote from Sweden. My mom wanted a bunch for the supermarket, but we couldn't find anything stylish or affordable online. So I got some ripstop material and my mom and I started sketching and sewing like crazy. Though the bags were designed for groceries, they're cute enough to go anywhere. When I buy clothes, I'll throw them in here instead of wasting another shopping bag. We even have a see-through version that resembles a plastic bag, because my boyfriend complained it looked like he was carrying a purse!" —E.G.



**THE ECO
SHOPPING TOTE**



**ITS POCKET-SIZE
POUCH**



**With her
earth-conscious
new line, Emily Sugihara
has designed the
It bag of the future.**

helping hand

**LILY
ALLEN**



**LAUREN
BUSH**



MATERIAL GIRLS
OTHER REUSABLE
CARRYALLS INCLUDE ANYA
HINDMARCH'S, LEFT, AND
THE FEED BAG, ABOVE,
SALES OF WHICH HELP THE
UNITED NATIONS WORLD
FOOD PROGRAMME.

Clockwise from top left: Fashion Editor, Nicolas Klam; hair, Yo-Hey Nakatsukia; makeup, Sara Grick; at SaraGrick.com; Ron Galella, Ltd./WireImage.com; DigitalProfile; CARA HOWE; styling, Anne Cardenas (2). Details, see in This Issue