



TALES FROM THE FRONT ROW OF A FASHION SHOW

3.18.2008



We know what you're thinking: Organic clothing equals stale and frumpy duds that only come in shades of brown and grey. We thought so too...until Saturday night.

Where: We were front and center at the thinkVitality fashion show in Anaheim, California. Talk about hot, the **KOI swimwear** alone was enough to make us dribble our fair-trade **Guayaki** and tequila cocktails. Plus, we were within close proximity of a bonafide celebrity (Yes, **Zachary Levi** from the TV show "Chuck" – we spotted you, we stared, and we even batted an eyelash or two).

What: Down the runway came the latest designs you MUST check out by organic companies such as **Under The Canopy**, **Ecolution**, **Indigenous Designs**, and **Luxury Eco**, among others. The fabrics were soft and sexy, the styles were body conscious and fashion forward, and the colors were fresh, hip and never boring.

Why: One word: Boobs. The show was to honor breast cancer survivors; to highlight how the fashion industry has the potential to impact the health of the current generations and those to come; and to show that organic can be (hold your breath) SEXY.

Who: Lizanne Falsetto, a former fashion model, CEO of **think Products** and the force behind making organic sexy, decided at a young age that it was time to pay closer attention to her nutrition, and start nourishing her body, mind and soul. Thus the birth of think Products, her line of whole-food bars. She also had this message for our readers: "Be conscious, be positive, and be here now. When you have positivity within your own being, it will naturally radiate outward. I learned the hard way and I'm here to tell younger women out there, we should all be in the moment NOW!"

Passion combined with fashion - can it get any better?