



April 30, 2007 | [Green Entertaining](#)

Green Is The New Black



Caring about the environment is finally in style and it's about time!

Lately, I've noticed that the fashion industry has embraced the cause. *Vanity Fair*, *Domino* and *Elle* Magazine have produced green issues. Environmental lifestyle guru, [Danny Seo](#), is eco-styling celebrities like Eva Longoria and Rosario Dawson for the red carpet. Organic clothing lines such as [Edun](#) and [Loomstate](#) are sold at Barney's. And, there is even a new "eco-model" who hosts a show about green fashion named **Summer Rayne Oakes** (I guess you could say that her name is self-fulfilling prophecy).

The message is clear: you no longer have to sacrifice style to save the planet.

As a follow up to my post on [Green Entertaining](#), I spoke with **Danielle Venokur** of [dvGreen](#), an event design and production company that bridges the gap between luxury and sustainability. After years as the Event Director and General Manager of [L'Olivier](#), a floral design house who caters to the A-list fashion and social set in New York, Danielle launched her company to merge her finely tuned expertise and sophisticated taste with her desire to protect the environment.

From corporate events to destination weddings, Danielle is an expert in green party planning and offers us the following advice:

Design the party you want, then retrofit it to be eco-friendly

You don't need to compromise your vision before you even begin. There are extensive resources that exist to help you achieve your dream while also being green.

Plan Ahead

While resources do exist, they may not be as immediately accessible as you are used to. Give yourself a longer lead time to find and acquire all of the green elements for your party.

Research Local Vendors

Once you figure out your event concept and theme, find local vendors who can offer green products and services.

Danielle recommends:

'wichcraft: for quick and casual catering for the home or office. Chef Tom Colicchio works with small producers, uses green market vegetables as well as antibiotic and hormone-free meats in all of his sandwiches while donating to the Fresh Air Fund.

The City Bakery's Build A Green Bakery: for incredible desserts sold at two locations in NYC. The bakeries were built with sustainable and eco-conscious materials.

Branch: for great serving pieces, house and kitchen wares such as these bowls made of 100% organically grown bamboo with natural lacquer and non-toxic adhesive.

Square One Organic Vodka: for delicious vodka drink recipes featuring all organic ingredients. Square One is the first certified organic rye vodka and uses soy-based inks and recycled papers on their labels and packaging.

We will check back with Danielle for more green tips in the next few months and to see what amazing events she is producing for her clients. To hire **dvGreen** for your next party, conference or company retreat, contact them directly at 212-713-0013.

In the meantime, keep sending us your green ideas by leaving a comment!
