

# The 25 Trendsetters of 2008



## danielle *venokur*

GREEN-WEDDING GURU • *New York City*

WHAT SHE'S KNOWN FOR: *Planning upscale events that incorporate environmental awareness in a fun, modern and stylish way*

Floral designer turned "Green Girl" (as clients call her) Danielle Venokur is more likely to decorate your reception with exquisite vintage vases and table runners made of white dahlias—or have a fashion designer make you a chic gown from dresses in your closet—than to use anything hemp or hippielike. "I'm so tired of that soft, muted idea of what the organic wedding will look like," she says. "You can have a clean, hip style and still be green." Venokur's living-lighter ethos blossomed when she fell in love: "My fiancé and I began switching our lightbulbs and doing all we could to lessen our carbon footprint at home," she says. "I realized I could do this in my work life, too." She began researching organic flower farms and eco-friendly packaging materials, and found that stylish sustainability could go well beyond bouquets. Venokur can find the perfect organic caterer, partner with a local farm to plant and grow a bride's favorite seasonal flowers, set up a system for guests to purchase carbon offsets and provide easy recycling and composting options. "I produce a greening document for each client, then help choose where it works for them," she says. "Even small changes have a big impact." —Virginia Sole-Smith

