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*Time Out Chicago / Issue 132 : Sep 6-12, 2007*

## Just opened

## Green is the new black

After Jessa Brinkmeyer earned her journalism degree from Northwestern last year she decided to chuck her budding fashion-writing career and created **Pivot**, the city's first boutique devoted entirely to eco-friendly fashion. "I want people to realize they don't have to sacrifice high fashion to be eco-smart," Brinkmeyer says. Located in Fulton Market, the shop offers high-end clothing made of bamboo, soy, hemp and recycled products. Highlights include Ashley Watson bags and wallets (\$70-\$336) made of recycled leather jackets, an Undesigned by Carol Young soy jersey reversible angel tunic (\$175) and Sameunderneath brand bamboo T-shirts (\$55) for guys. The green goodness doesn't end with the clothes: Local artist Joshua Height created the clothing racks—which also can double as plant holders—out of recycled steel and wood. Even the wall paint and compact fluorescent bulbs are eco-friendly. Plus, 1 percent of the store's annual sales will be donated to Growing Home, a Chicago nonprofit that serves the homeless with transitional employment in the organic farming business. *1101 W Fulton Mkt at Aberdeen St (312-243-4754, [pivotboutique.com](http://pivotboutique.com)).—Dawn Reiss*



Photo: Mandy Kaylin

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