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The Vegan Queen: How Earth Month Met Fashion Week

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Earth Month has come and gone, and so has Fashion Week. But what did these two events have in common? Eveline Zdunczyk.

As CEO of the Vegan Queen, Zdunczyk gives couture a consciousness with her dynamic line of eco-luxury handbags and accessories that are kind to the environment and elegant to your fashion senses.

Eco-friendliness simply means replenishing the Earth's resources for now and generations to come. But like fashion trends—in one day and out the next—being green is often considered a passing phase.

"This is not a fad," said the Vegan Queen. "It is a line that hopefully will soon be a world-famous line that will be around forever to change women all around the world into Vegan Queens," she said.

A socially and ecologically conscious, healthy and intelligent woman, the Vegan Queen's line combines luxury with eco-friendliness proving you do not have to sacrifice style to be eco-fashionable.

A vegetarian and supporter of organizations that are dedicated to ending the exploitation of animals, the Vegan Queen's collection embraces two aspects of herself—veganism and luxury.

"I grew up eating meat so it has been a conscious transition for me. I made the choice to be vegan because it makes me feel healthier and helps not only me but the world around me," she said.

Luxurious and appealing are not the only words that can be used to describe the designer line. Vegetal leather, natural and non-toxic—materials used to create the high-end collection—can also be used and are completely safe for the environment.

"All are 100% vegan. They are [also] made of recycled materials and PVC-free polymers," says the Vegan Queen. "They are very luxurious materials that are beautiful and durable, but also environmentally friendly."

As with any decision, how to become eco-friendly can pose challenges. But buying Vegan Queen allows you to do good for the environment and be fabulously fashionable.

"Everyone cannot be vegan or vegetarian or live a totally eco-friendly life," she said. "But if they buy the Vegan Queen line they are least doing *one* thing to help the environment and support this new idea of sustainable fashion!

Getting that message out there is a challenge. People are so used to separating "good for the environment" and "luxury," and the biggest challenge is for people to understand that you can have both. Once people see how they can buy consciously and still buy beautiful, fashionable luxury—they love it!"

To purchase, visit www.veganqueen.com. To help save the planet, visit www.Earth911.com, www.treehugger.com or www.eartheasy.com.

As part of your environmental responsibility, make Earth Day last all year long. Recycle. Reuse. Reduce. Get Active. **Go Green.**



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