

FRUGAL FASHION EXPO CAPS GREEN CUP CHALLENGE

Nervous excitement was in the air at this year's Frugal Fashion Expo. The last event of the 2009 Green Cup Challenge was held in late February and attended by a crowd of more than 60 Exonians, including 13 student models and a handful of parents. All were there to experience the latest in gently used goods on display and for sale at the student-run Exchange store.

Each student model, looking Exeter chic, coordinated runway outfits using Exchange clothing and accessories. Parents and friends stood in the wings, or sat quietly nearby, full of smiles and holding readied cameras. A small runway up the stairs of the Davis Center, lined with Christmas lights, and upbeat club music created an air of funky fun and excitement. Items included clothes, shoes, a sophisticated calculator, umbrellas, stuffed animals, coats, hats, goggles, glasses and even a Brooks Brothers men's suit on sale for as little as \$1.

This year's fashion expo highlighted not only the idea of reducing our carbon footprint by reusing goods and resources, but also capped off a four-week Green Cup Challenge of 50 New England schools, each working to reduce campus electricity usage. Although Exeter's results weren't as good as in years past, consumption was under the kilowatt-hour baseline for three of the four weeks. Ultimately, the efforts of all 150 participating schools across the country resulted in a reduction of more than 1,200 tons of CO₂, which is equal to taking 220 cars off the roads for one full year.

The expo also offered an educational component, primarily focused on global consumerism. Environmental displays and informative materials included a petition through the nonprofit Climate Counts to encourage companies to reduce their carbon footprint; a quiz on consumer knowledge of the products most often purchased; a video clip encouraging wise consumerism; and a slideshow illustrating overconsumption of food in the United States that compared food consumed by families from around the world.

Sustainability Coordinator Jennifer Wilhelm, who worked with students to organize and run the fashion show, was quite pleased with its outcome. "This event felt energetic and exciting; the models seemed nervous, but in a good way," she says. "And I was so happy to notice that students and others in the audience took time to check out the educational materials on hand. This was well-received by everyone at the show."



(A) Zhen Zhen Gong '12 takes a turn on the runway. (B) Curtis Thomas '09 gets ready behind the scenes. (C) Eva Wilson '10 makes recycled clothing look fashionable. (D) Students select clothes to wear from Exeter Exchange.

