

Ecoist, Maker of the Original Recycled Candy-Wrapper Handbags, Promotes Environmental Preservation at the American Music Awards with Paris Hilton, Nicole Richie, and Lindsay Lohan

MIAMI, FL (SEND2PRESS NEWSWIRE) – With a growing trend in eco-fashion, Ecoist's line of recycled candy wrapper handbags (www.ecoist.com) were selected as the premier fashion accessory for the celebrity gift basket at the American Music Awards on November 22nd. Recipients of the Ecoist Tote bags included Paris Hilton, Nicole Richie, and Lindsay Lohan.



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As part of the company's commitment to environmental preservation, Ecoist plants a tree for every bag it sells. Through its partnership with Trees for the Future, Ecoist plants trees in Mexico, India, Uganda, Haiti, and the United States, among many other countries. In addition, the company has partnered with Action Against Hunger and will also donate a meal for every handbag sold.

"By creating very stylish, trendy, and high quality products made from

recycled and sustainable materials, we hope that celebrities and other trendsetters will help us increase the demand for eco-friendly fashion and create greater awareness of grave environmental issues like global warming," says Jonathan Marcoschamer, one of the company's co-founders.

Following the worldwide boom in the Organic Food and Natural Personal Care markets, Ecoist notes that consumers are becoming more health-conscious, eco-minded, and socially responsible in their daily consumption habits and purchasing decisions. "We are definitely seeing this consciousness spread to other industries, especially fashion, and it's creating vast new business opportunities," concludes Marcoschamer.

Apart from Jonathan, Ecoist was founded by his brother Yair, his mother Helen, and sister-in-law Gabriela. The company's vision is to provide products that help people lead an eco-friendly lifestyle. The founders believe that consumers can enjoy their modern lifestyles and buy all their favorite "things" while not harming the Earth. Therefore, the company came up with the term "Ecoist," and defined it as "an individual that seeks a modern, eco-friendly lifestyle."

More information: www.ecoist.com

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