

ThinkPad.

LEARN MORE ↗



INTRODUCING THE NEW WIDESCREEN  
TITANIUM THINKPAD Z60m NOTEBOOK.

\$1349  
(PN 252901U)



pentium®  
M

Available with Intel® Pentium® M Processor. Free 512MB Memory Offer

[NYTimes.com](#)


 Welcome, [sregenold](#) - [Member Center](#) - [Log Out](#)

SEARCH SPONSORED BY

SEARCH




NYT Since 1981


[Fashion & Style Home](#)
[Thursday Styles](#)
[Sunday Styles](#)
[Style: Magazine](#)
[Weddings & Celebrations](#)
[Columns](#)

## The New Wearing of the Green

 By **STEPHEN REGENOLD**

Published: November 17, 2005

GOING green is not a new phenomenon in the outdoor-apparel industry. But until recently exercisers who wanted environmentally friendly clothes found only a handful of companies selling organic cotton and fleece made of recycled soda bottles.

### Multimedia

▶ SLIDE SHOW


[Going Green](#)

### Related

[Physical Culture: A Straight-Up](#)
[Approach to Better Fitness](#)

(November 17, 2005)

### Readers' Opinions

[Forum: Fitness and Nutrition](#)

alternative fabrics have features that traditional ones don't, said Rebecca Calahan Klein, the president of Organic Exchange, a clearinghouse and resource center in

Today, Timberland, Eddie Bauer, Nike and dozens of smaller outfits have jumped on the sustainability wagon, reducing their use of industrially farmed cotton and petroleum-based nylon in favor of fabrics made from wood pulp, bamboo, wool, hemp, corn, soy, organic cotton and repurposed plastics.

New fabric-processing technologies and improved worldwide distribution chains have made natural and sustainable fabrics more affordable. But the best part for consumers is that many

[E-Mail This](#)
[Printer-Friendly](#)
[Reprints](#)
[Save Article](#)

Advertisement

### How do you like your Scotland?



A 9-DAY BREATHTAKING TOUR ACROSS SCOTLAND,  
OR A 9-DAY ADVENTURE TO GLASGOW & EDINBURGH?

YOU WIN, YOU DECIDE ▶

Scotland


**Most E-Mailed Articles**

The New York Times

Past 24 Hours | Past 7 Days

1. [Being a Patient: Young, Assured and Playing Pharmacist to Friends](#)
2. [Editorial Observer: Waiting for Their Moment in the Worst Place on Earth to Be a Woman](#)
3. [The Pilgrims Didn't Brine](#)
4. [Shop-Till-You-Drop Specials, Revealed Here First](#)
5. [David Pogue: The Pen Gets a Whole Lot Mightier](#)

[Go to Complete List](#)

SPONSORED BY

VONAGE  
1st MONTH FREE

**Automobiles**
[nytimes.com/autos](http://nytimes.com/autos)

Berkeley, Calif.

"Bamboo is a good example," Ms. Calahan Klein said. "It's a natural and biodegradable fiber that also happens to be soft against the skin and, according to fabric producers, it is naturally antimicrobial."

[Next Article in Fashion & Style \(11 of 12\) >](#)



[Start your 14-day free trial of TimesSelect now.](#)

Ads by Google

[what's this?](#)

**[Stylish Organic Clothing](#)**

Fall Cashmere & Organic Cotton Free Shipping on All Orders  
pangaya.com

**[Textile Manufacturer](#)**

Pre-Qualified, Reliable Suppliers. Source Quality Products. Join Now!  
www.Alibaba.com

**[Sweetgrass Natural Fibers](#)**

Hemp Clothing, Organic Cotton. Sweetgrass is eco-fashion.  
www.sweetgrassfibers.com

**[A new way to fill your tank](#)**

Also in Autos:

[What do the crash test ratings mean?](#)

[Safety features of the future](#)

[Love cars? Sign up for the free DriveTimes newsletter from NYTimes.com](#)

ADVERTISEMENTS

**[Buy Designer Fashion Shoes!](#)**

Stuart Weitzman, Marc Jacobs, Kors  
www.jildorshoes.com

**The New York Times STORE**



**Forever Fab commemorative newspaper**

RELATED ARTICLES

[European Trade Commissioner Pledges to End Quota Dispute](#) (August 29, 2005)

[INTERNATIONAL BUSINESS; Europe and China Seek Solution to Textile Backup](#) (August 26, 2005)

[INTERNATIONAL BUSINESS; Europe Pressuring China To Limit Textile Exports](#) (May 18, 2005)

[Europe May Impose Limits On Chinese Textile Imports](#) (April 25, 2005)

RELATED SEARCHES

[Apparel](#) | [Textiles](#) | [Eddie Bauer Inc](#) | [Nike Incorporated](#)

INSIDE NYTIMES.COM



[Tony Soprano vs. 'Housewives'](#)



[Museum Returns Ancient Artifacts](#)



[Leaner and Greener: Unwasteful Homes](#)



[Sex Ed for the Stroller Set](#)



[Can This Image Be Saved?](#)



Tony Cenicola/The New York Times

**SMARTWOOL COLUMBINE HOODY** \$95, [www.smartwool.com](http://www.smartwool.com). This versatile top can be used as a cozy layer under a shell or on its own for autumn workouts. It's made of 100 percent biodegradable wool from free-range farms in New Zealand. Thumb holes keep the sleeves extended over your hands, and a generous chest zip provides ventilation.

[Copyright 2005 The New York Times Company](#)



Tony Cenicola/The New York Times

**NOVARA RETRO WOOL JERSEY** \$99, [www.rei.com](http://www.rei.com). Merino wool is warm, highly breathable and soft. This old-fashioned jersey — complete with felt and embroidered lettering — is biodegradable and naturally odorresistant, which means it will require fewer trips through the wash.

[Copyright 2005 The New York Times Company](#)



Tony Cenicola/The New York Times

**HORNY TOAD ELOISE \$55,**

[www.hornytoad.com](http://www.hornytoad.com). Made from a beech wood pulp fabric called Modal, with a dash of Lycra, the Eloise is a soft, stretchy top good for cool-weather runs. The beech trees, grown on sustainable forestry plantations, provide not only wood pulp for fabric but also wood sugar that is used in sweeteners. Modal fabric has the added advantages of resisting wrinkles, breathing well and wicking moisture.

[Copyright 2005 The New York Times Company](#)



Tony Cenicola/The New York Times

**PATAGONIA STORM JACKET \$275,**  
[www.patagonia.com](http://www.patagonia.com). This winter-weather shell is designed to deflect all manner of snow, wind and sleet. It is made of recycled plastic, from soda bottles, shower curtains, office chairs and other discards. And Patagonia uses a nontoxic chemical coating to waterproof it.

[Copyright 2005 The New York Times Company](#)





Tony Cenicola/The New York Times

**PRANA TALLUS PIGMENT PULLOVER \$48,**  
[www.prana.com](http://www.prana.com). This long-sleeved shirt is roomy enough for rock climbing or yoga but sewn to appear almost form-fitting. It is made of cotton that was grown, harvested and processed according to the Department of Agriculture's organic standards (no synthetic pesticides or genetic modification).

[Copyright 2005 The New York Times Company](#)



Tony Cenicola/The New York Times

**CHOCOLATE BAMBOO T-SHIRT** \$17, [www.bambootextile.com](http://www.bambootextile.com). Bamboo thrives on less water and fewer chemicals than cotton needs. Its fiber also feels silky to the touch, as does this T-shirt, made of 70 percent bamboo and 30 percent organic cotton. Because the fabric has natural antimicrobial properties, locker-dwelling bamboo T-shirts will stink less than cooped-up cottons.

[Copyright 2005 The New York Times Company](#)