

RANCH & COAST

San Diego's Luxury Lifestyle Magazine

September 2013

30 Great Things About Rancho Santa Fe

Fall Fashion Trends

Country Friends Fashion Show

Wealth Management

Tax Planning

Choosing An Executor

\$3.95 US



Consciously Chic

Eco-friendly clothing from Encinitas-based Alp-n-Rock combines fashion with sport and style with comfort in its super sexy clothing. Edgy and luxurious with a vintage rock 'n' roll feel, the hoodies, sweatpants, and polo shirts also benefit Room to Read, an organization funding girls' scholarships in underdeveloped countries with ten percent of all profits going to the charity. Made in limited numbers, the fall collection offers nine designs for women and five for men. Featured items include reversible long-sleeved shirts made from recycled fabric and

two-ply organic cotton, enhanced with commissioned artwork created with leather patches, embroidery, and hand-stitching. "I was on a trip to Switzerland when the inspiration for these designs struck me," says Susanne Reich, creator of Alp-n-Rock. Mixing alpine designs with California comfort and helping the world in the process makes this line perfect for the world-conscious consumer. "Feel connected. Create change. Give back," adds Reich. "It's so important to our world and the time is now." (858/756-7269. www.alpnrock.com) — Rina Van Orden

For more fashion & style visit www.ranchandcoast.com