'Ecoture' show turns trash into high fashion

By TIM BROUK
tbrouk@jconline.com

Danielle Avery's sewing machine is gathering dust.

Crunched up plastic bottles, coffee cup lids, plastic bags and sheet moss were the preferred materials for her "avant garde" designs in the "Ecoture" fashion show, which will be at 7 tonight outside of Evan Todd Salon, 320 E. State St., WL.

A professional length fashion runway will be constructed outside the salon along the Wabash Levee corridor near Borders Books. The show will feature clothes and hair designs by Avery and other Evan Todd employees.

Avery, a senior studying professional writing at Purdue University, is a guest coordinator at Evan Todd but works in fashion design and art in her spare time. Her designs mirror "Ecoture's" mission of environmentally friendly fashion designs and "going green," literally, with a strapless dress made out of sheet moss.

"My whole life, I've been into fashion-related stuff and art," Avery said. "This is another form of art."

By Tim Brouk/Journal & Courier

Danielle Avery models a handmade moss dress outside Evan Todd Salon in West Lafayette.

The piece started with a jumper with a sweetheart neckline and foam pieces added to the hips. The exaggerated hips give the dress a centuries-old silhouette.

The material was then covered in sheet moss and trash such as paper cups and water bottles. Avery said she used the theme "dirty environment" for the dress.

Among Avery's other designs at tonight's show include a bikini made out of tin cans and a wedding dress constructed from numerous white, plastic trash bags.

"The train will really spill out over the entire runway," she said.

Todd Leuck, who owns Evan Todd and Samson & Delilah salon with his wife, Cindy Leuck, has organized fashion-related events for years. In the past, they were at Purdue University but sponsorships fell through this year due to the tough economy, Todd Leuck said.

Leuck's fashion-forward sense comes from trips to New York City to work at fashion shows for Aveda, a skin, cosmetics and hair care company. He has sold Aveda in Lafayette since he opened Samson & Delilah 23 years ago.

Along with the fashion show, jewelry made from glass from Aveda bottles will be on display by Lafayette artist Linda Elmore. Camille's Sidewalk Cafe will offer food at the event and the Neon Cactus will provide drinks. Money raised will go to the Heartford House in Lafayette, an organization that helps abused children, and the Wabash River Foundation.

If you go

What: "Ecoture" fashion show
When: 7 tonight
Where: 320 E. State St., WL; the Wabash Levee corridor, around the corner from Borders Books and outside of Evan Todd Salon
How much: Free