

eco diva

A global citizen and entrepreneur, Nicole Sherwin has become an explorer in the areas of sustainability, wellness and social responsibility, and so inspiring people to make more conscious choices for a healthier, more sustainable life. By **Daniel Scheffler**

Nicole launched the first Green Lounge Experience in Los Angeles in 2009 and now she is bringing it to Cape Town with the first comprehensive conference, symposium and gathering to identify clean technology and sustainable lifestyle opportunities for the African continent.

Positioned as an exclusive, trendsetting global green gathering with a multitude of celebrities, thought leaders, industry pioneers, wellness experts, consumers and international media, the event sets the trend in sustainability, wellness and social responsibility and inspires people to take more proactive action in their lives and businesses.

The event will be held annually for four days as a carbon-neutral event: powered by solar energy and ensuring the utmost efficiency in all areas of event production, including all printed materials, organic and locally-grown produce, LED lighting, recycled event materials and decor, rentals, composting and recycling of waste, hybrid or electric transportation and limousine service, along with the purchase of carbon offsets.

Nicole believes: "If we unite government, industry leaders, media, taste makers and consumers together we are able to affect dramatic change in the world through collaboration, mass awareness and global support." Her strong opinions are exactly how Nicole has crafted an orientation for Green Lounge Experience.

In combination with Green Lounge Experience, Nicole has worked as a TV host in Los Angeles for her show, *Celebrity Soul*, interviewing people like Annette Bening, Elizabeth Shue, Kobe Bryant and Jerry Rice on their philanthropic work and environmental activism. The immersed spearhead also has a weekly 'Eco Diva' segment on SABC3's morning show *Expresso*, and is the editor of *Simply Green Magazine*, South Africa's premier green lifestyle magazine, providing positive and practical steps to cleaner living for people who want to make a difference but don't want to compromise on lifestyle. And if that was not enough, she is now also working on her first book: *How to be an Eco Diva* - a cool guide to living a more sustainable life without losing a luxury lifestyle.

Asking Nicole about the trends for green living and sustainability she says: "In homes, we are now not only choosing to make our environments more eco-friendly by installing PV panels and water-saving devices to fitting timers on geysers and



replacing light bulbs with energy efficient light bulbs, but we now have an amazing array of choices with regards to high-end luxury, repurposed, reclaimed or recycled furniture, fixtures and fittings."

She also mentions that from a fashion perspective, many of the leading international fashion designers as well as new 'green fashion designers' are now producing ranges that have been made with organic cottons and silks. "They are experimenting with hemp and natural wools as well as recycled, vintage and up-cycled fabrics and accessories."

Nicole Sherwin has emerged at a time where a pioneer in green thinking with sustainability ideas is seriously needed. For more on her, follow her on twitter, @ecogreenlounge, or visit www.greenloungeexperience.com ♡