

Take a Bite Out of JulieApple's Water-Saving Eco-Friendly Bags

by [Jasmin Malik Chua](#), Jersey City, USA on 08. 5.09



Photo credit: JulieApple

Former [LeSportsac](#) designer Julianne Applegate has gone rogue with her own collection of boldly patterned stuff sacks. Comprising recycled canvas, organic hemp, and purposed sailcloth, her [JulieApple](#) line of pouches, handbags, totes, yoga bags, and travel satchels is greener than a Granny Smith.

But what makes Applegate's prints distinctive is the [AirDye technology](#) employed to create them.

A water-wise alternative to conventional dyes, the AirDye process, according to the company that originated it, does not pollute water, reduces energy use, and slashes production costs, all without a single drop of aqua.

Made to order, a move that reduces waste, the prints are where Applegate's talent comes to the fore, with quirky yet comely designs like "Aquarius," a paisley treatment composed of butterflies and flowers, and "Eurofitti," a street-savvy urban paste-up featuring squirrels, sheep, and whales.

The JulieApple bags, [available online](#), retail between \$36 and \$198.



Photo credit: JulieApple



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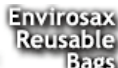
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There are a good amount designers and brands that have gone green. However, I love that Julianne Appelgate has taken it a step further by employing AirDye technology to create the bags. Perhaps more designers will follow-suit and make sure that the processes used to create their products are as green as the products themselves.

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