



Talkin' 'bout My Regeneration

Echo Park sprouts new eco-boutique

In a perfect world, eco-conscious shoppers could stroll into any boutique or big-box store and find nothing but sustainably produced furniture, sweatshop-free garments and organic, all natural body care products. Sadly, many of our retail options are still limited to toxic textiles and plastics assembled by Vietnamese 10-year-olds, but fortunately for Angelinos the goods are green at Regeneration in Eagle Rock.

"I thought it was odd that there weren't more stores like this," explains Regeneration's entrepreneur, Kelly Witmer, whose enterprise is one of the few locations in LA offering eco-guilt-free retail therapy. Regeneration is packed with an eclectic mix of organic and recycled apparel, household wares and sundry tchotchkes (such as jewelry, accessories and handmade soaps) which are fair-trade, environmentally friendly or made by local artisans or small businesses.

In the ultimate act of local and sustainable retailing, Witmer herself is one of the green-minded artisans, updating gently used duds with creative stitching and silkscreening. "I like the idea of taking old clothes and making them into something new again," says the Echo Park resident and former owner of Pull My Daisy, a vintage boutique in Silver Lake. She's also partnered with One Percent for the Planet, an alliance of companies that pledge to donate one percent of their sales to the environmental cause of their choosing.

When Regeneration's doors first opened in June, Witmer admits that people "were confused by the whole concept," but she's now starting to see repeat business. While products like eco-friendly cleaners and biodegradable trash bags aren't exactly flying off the shelves just yet, "It gets people talking and thinking about it," which is an important step on the way to thinking outside the big-box.

**Regeneration, 1649 Colorado Blvd., Eagle Rock. 323.344.0430.
shopregeneration.com.**

—JESSICA RIDENOUR