

GirlTime

# Deluxe And Delightful

## Gifting With A Conscience

If you think giving green means giving without luxury and style, the women who created Organica Deluxe might surprise you. Their line of beautiful and eco-friendly gifts is garnering lots of national attention, and the entrepreneurial duo behind the concept, Jane Hunter and Wendy James, got their start right here in Charlotte!

The online boutique features gorgeously green gifts and products exquisitely packaged in a responsible manner and promoting a sustainable economy. Organica Deluxe gift boxes contain eco-friendly products, including organic food and wine, Veriflora flowers, organic spa delights from France, and organic baby items. The boxes range from \$35 to \$410, and the site makes it easy for eco-savvy shoppers to find the perfect gift, categorizing by occasion, price, recipient, and item.

Organica Deluxe utilizes the unusual practice of single-box delivery for most of its gift packages, serving to reduce paper consumption by more than 50 percent and eliminating thousands of pounds of additional landfill waste every year. The bright aqua boxes contain tissue wrapping paper made from 75-percent post-consumer recycled paper and completely biodegradable cornstarch peanuts. Organica Deluxe also purchases carbon credits to help offset the transportation of each gift sent.

