

BLANKETS, \$165



Business partners Lori Slater and Stefanie Zeldin have a sweet “how they met” story: “Our husbands were college buddies,” Slater says. Their connection proved fortuitous, what with Zeldin’s background in sustainable textiles, and Slater’s background in retail and interior design. Together they created In2Green, an “ecoluxury” company that makes colorful, Earth-friendly home furnishings with a modern feel. The women were early adopters of a process in which salvaged cotton clippings are sorted and mechanically refiberized back into colored thread. In2Green uses this upcycled yarn from mills in the tristate area to create high-end throws, as well as baby and pet products. They’ve even started manufacturing custom throws for the hospitality industry. Slater—who does product design—is a “blog and magazine hound” who draws inspiration from the runway. “It has been amazing to realize our dream along with having flexibility for our families,” she says. “The best part is, our company has grown organically—it has evolved from taking Polaroids to having more than 50 throw designs and a 40-page catalog.” Locally, you can find In2Green products at a variety of stores, including Back 40 Mercantile and Hoagland’s in Greenwich, CT.

**IN2GREEN**  
YONKERS, NY

Founded by: Lori Slater and Stefanie Zeldin, 2006  
[in2green.com](http://in2green.com)