

944 PICKS

THIS IS OUR COLLECTION OF WHAT'S NEW, WHAT'S ON THE RADAR, WHAT'S NEXT.
IT'S EVERYTHING COOL, RIGHT HERE, RIGHT NOW.

WHAT'S NEW

CONVERT

Randy Brewer isn't fazed by our present economic or environmental state — the retail veteran of 23 years sees the world as it could be. Brewer, formerly of Villains SF, recently opened the doors of Convert, a clothing store situated in Berkeley that offers merchandise for men and women. The store is unique in that, besides being the first shop in the area to carry men's apparel and accessories, Brewer founded it with an ambitious end-goal in mind: to convince all of his valued vendors to convert to sustainable practices and reduce their environmental impact. Brewer's suggestions include the introduction of an organic line, use of recycled materials, etc., and in return for the companies' efforts, Convert will provide support by carrying their lines. As a result, a number of brands have already agreed to begin striving toward greener methods of production. Convert offers merchandise from Obey, Naked & Famous, Hurley, RVCA and Tom's Shoes.

1809B Fourth Street | 510.649.9759

Adopt a Pet tee from Obey Clothing, proceeds from the shirt are donated back to Adopt-a-Pet.com



by CALIN VAN PARIS