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Pretty on the Inside

NYC's ethical icon
Chloé Jo Berman glams
it up for a good cause
and makes green look
hot. *By Elizabeth Castoria*



BEING A PRESS-MAGNET NIGHTLIFE promoter slash human-rights advocate in the Big Apple might make one feel like the cat who got the cream, professionally speaking. When it's your job to not only attend, but also plan and oversee the hottest parties in the city that never sleeps, to meet the best and brightest new bands, designers, and stars, and to raise awareness about GLBT issues, life may just seem pretty stinking good. Even a life as glamorous and enviable as this could use just one more thing: veganism. Enter Chloé Jo Berman, whose life took a turn for the fabulous when she discovered her latent passion for animal rights.

"It was literally instantaneous," Berman says of her decision to make over her career when she went vegan. Berman—whose MySpace page features seductive photos of her in the tub wearing nothing but a coy look and some fruit—has always used her seductive quality to draw attention to her causes. Berman is the first to admit that "people are titillated by things that are sexy. I mean look at *Skinny Bitch*—she made veganism sexy, she made it commercial, and that's kind of what I've done with my newsletter." The newsletter to which she refers is entitled "The Girlie Girl Army: Your Guide to Glamazon Living," which goes out to 15,000 subscribers across the United States. So just what are the benefits of being a Glamazon subscriber? Fantastic discounts on vegan duds at high-end stores, getting the

scoop on the hippest art openings, tips on where to wine and dine on delicious vegan food, how to help animals, and, of course, learning to look hot. All this in a fun, easily-digestible, Yiddish-laden weekly newsletter. "The way that I'm getting all this interest and mainstream press is, 'Here's a great place to get the best couture deals and the best new lipstick,' and there'll be a link about factory farming." Sneaky? Maybe. Effective? Yes.

Sure, Berman knows that some people probably only read her newsletter for the discount codes and hot products, but she also knows that her readers are picking up on her not-entirely-subtle animal agenda. "As I've become more involved and more political, so has the newsletter evolved. **I've definitely gotten at least 30 to 40 vegan converts just from my newsletter,**" she says. Does she worry that the kind of person who's turned on to the veg lifestyle by her newsletter won't be a life-long convert? Is veg just another fad that the masses will pick up and then cast aside like the Atkins diet or rollerblading? In her exuberant-yet-level-headed way Berman says, "I don't care how they do it so long as they stop consuming our friends. I don't care if they're doing it because it's cool. I don't care why they're doing it so long as they do it, period. But I think it's very difficult to be a part of this movement and not come in contact with some sort of footage or some sort of literature that makes you think twice and come at things from

Photo by Jeff Fomey

AGreenGirl'sGuide

What makes Berman the ideal host for her forthcoming "Hot Green Girl" television show? Well, while conceptualizing with industry types, she came across a disturbing trend: a distinct lack of media-darling-prone, well-versed green experts. "You can't be some bimbo and try to talk about dual-flush toilets or sustainable produce," she insists. Here are a few green tips that even the newest Glamazon can grasp:

→ **Bust out your bike.** It's summer, which means you're officially out of excuses for driving around doing your errands. Your newfound shapely legs might make you a contender to be the next Hot Green Girl (or Guy).

→ **Go low-flow.** Dual-flush toilets—which have two flush settings, one for each bathroom-time bodily function—use less than a gallon of water for flushing liquids away.

→ **Grow your own!** If you've got a kitchen windowsill, you've got room to grow organic herbs like oregano, basil, rosemary, and thyme. Go green and curb your consumerism in one fell swoop!

a moral-scruples perspective. It's hard not to have your heart moved at some stage in your process."

According to Berman's upcoming work schedule, people's hearts are being moved in record numbers, and they want more. At press time, **she's in production with a major network for a show titled "Hot Green Girl,"** which, Berman says, "will make you pass out laughing, craft your lil' heart out, cook like a madwoman, and get you the latest in eco-fashion tips before anyone else." She's been talking with an agent about a book deal, too, and even finds time to host a weekly spot on one of Philadelphia's top morning radio shows. Add to that already-impressive resume her latest title: that of Event Coordinator for Farm Sanctuary. With a life packed full of fabulous, animal-friendly gigs, Berman is well on her way to veganizing each and every facet of mainstream media. **VN**

VN Senior Editor **Elizabeth Castoria** may never actually use the word "glamazon" again, but she's happy to know that it exists.

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