



press kit



company info



audrie bag



lulu bag

Pretty Green was founded by Trúc Tang, a former health professional turned landscape design intern turned green entrepreneur. Inspired by all things green, Trúc decided to channel her passion for sustainable design and green living towards creating a line of stylish reusable shopping bags. "I spent a lot of time examining different eco-topics such as drought and energy waste and consumption. The issue of plastic and paper bag consumption really struck a chord because the solution seemed easy - to bring your own bags."

With a lifelong fondness for accessories, Trúc took a hard look at store branded reusable bags and also at her favorite handbags. After making the connection, she knew that there had to be a better way. What resulted after months of designing prototypes was their first line of gorgeous reusable bags.

Delightfully eco-friendly, functional and versatile, these bags can go from grocery store to shopping mall to a day at the spa. Leaning towards sophisticated hues and designer prints, Pretty Green hopes that their bags will become everyone's favorite new accessory and to attract more people into going reusable.



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Compared to cheaper and lower quality store branded bags, Pretty Green's bags will stand the test of time. All bags are made with a durable 100% cotton exterior and outfitted with features such as a water repellent lining and a comfort grip handle. "One of my favorite features is the handle because it is super cushiony and easy on the hands." With its solid piece construction and sized at 11"x14"x 6", these bags can handle a full bag of groceries, including a gallon jug of milk, water bottles and your favorite pint of ice cream. They are machine washable and proudly made in the USA.

While promoting reusable bag usage is its primary focus, Pretty Green believes that giving back to the community is an important aspect of promoting sustainability. Pretty Green devotes 1% of all bag sales to support Water Partners International, a non-profit organization committed to providing safe drinking water and sanitation to people in developing countries. Pretty Green is also working on developing their online Innovation Toolbox, an idea sharing platform to feature local green projects.

As more cities and countries continue to pass more bans on plastic bags, Trúc is hopeful that there will be an increase in awareness and the number of people using reusable bags. Pretty Green is constantly working on new styles of bags and excited to be part of the plastic bag paradigm shift.





about us

Trúc Tang, Founder

Trúc recently left the health insurance field in search of greener pastures. After memorizing over 100 botanical names for shrubs and learning about water runoff and xeriscape as a landscape design intern, she unearthed a passion for sustainable living. Nowadays, you will find Trúć rinsing and reusing Ziploc bags and trying to repurpose everything she can get her hands on. As an artist and crafter, Trúć loves finding new materials to work with to make beautiful things that are functional and unique.

She holds a B.S. in General Biology with a minor in Studio Art from UC San Diego and a Master of Public Health degree from UCLA. Trúć is a thyroid cancer survivor of over 10 years and is still trying to make the most of every day. She is happy to be designing beautiful bags and encouraging other to go reusable.



Trúć with her little bullie, Pixie.

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