

South Florida **BUSINESS JOURNAL**

September 12-18, 2008

Heard along the Coast

SOUTH FLORIDA BUSINESS JOURNAL | SEPTEMBER 12-18, 2008

Home décor store has green offerings, legal connections



Mylene D'Arelli opened Green Dwellers, which sells contemporary eco-friendly home goods.

A new store in Plantation that focuses on offering chic, green home décor items has ties to South Florida's legal elite.

Mylene D'Arelli, the wife of **Paul D'Arelli**, first Leadership in Energy and Environmental Design (LEED)-certified attorney in Florida, opened the new **Green Dwellers** store, selling contemporary eco-friendly home goods. Paul D'Arelli is a shareholder at **Greenberg Traurig** in Miami.

The store, in Plantation Village Shops at 5215 W. Broward Blvd., carries items that don't release harmful fumes or toxins. Mylene D'Arelli said she is trying to help South Florida residents incorporate healthier and more environmentally sustainable home goods into their lifestyle.

Products include recycled glass dinnerware, biodegradable plastic and bamboo umbrellas, carpet tiles made from recycled or renewable materials, linens, baby clothes, décor and gift items and dishware. The store also offers consulting and decorating services.

Green Dwellers showcases furniture made with Forest Stewardship Council-certified wood containing no formaldehyde, bamboo flooring, bamboo and coco palm cabinetry, and stone floors and countertops made with recycled glass and seashells.

With a background in interior decorating and fashion merchandising, Mylene D'Arelli thought there was an opportunity to help people incorporate green living principles to their homes, where people spend significant time exposed to toxins and allergens.

At the same time, she felt that if alternative products were to be accepted by mainstream consumers like herself, they needed to be so stylish and interesting that you would want to own them even if they weren't green.

"I realized there was something missing in the local market; a place where consumers could ... discover that living green can be comfortable and stylish," Mylene D'Arelli said.

PAUL BRINKMANN