

Ethical

Fashionista

YOUR MONTHLY GUIDE TO ECO-CHIC FASHION



RAW EARTH AND WILD SKY LOVE IS IN THE AIR DRESS \$390
100% Organic Cotton,
Made in the USA
Btcelements.com



ECOGANIK SENTRY TUNIC, VIBRANT PURPLE \$64
100% Organic Supima Cotton,
Made in the USA
Btcelements.com

ETHICAL FASHION FAVOURITES



Ethical fashion doesn't have to be drab and dreary. Stand out in a crowd by injecting some bold block colours into your earth friendly wardrobe with these sassy, sexy and vibrant fashion finds.

Colour WITH A CONSCIENCE



Our resident eco-stylist Dawn Mellowship guides you through what's hot in the world of ethical fashion.

VEGETARIAN SHOES AND BAGS FAUX SUEDE FLAT \$19.25

Vegan
Vegetarianshoesandbags.com



KATHERINE E HAMNETT WOMEN'S YOU/ME T-SHIRT £40
Organic Cotton
Katherinehamnett.com



BEYOND SKIN MILLIE PEEP TOE £126
Vegan, Faux Leather, Handmade
Beyondskin.co.uk



MOTIF TANTUJ COTTON SCARF £11.99
Red, Handloom Cotton, Fairly Traded
Ganesha.co.uk



ELIZABETH'S VINTAGE CLOSET 1950S ZADA ORANGE £55
¾ Sleeved Coat, Vintage
Elizabethsvintagecloset.co.uk



MATT & NAT PORTMAN RE-RUN £85
Fuschia, Vegan
Mattandnat.co.uk



MYTH AND RITUAL, S08-140S \$339
Frill Dress, 100 per cent Silk Charmeuse in Royal
Mythandritualclothing.com
for stockists



MYTH AND RITUAL, S08-141S \$356
Sleeveless Tulip Dress, 100 per cent Silk Charmeuse in Lime
Mythandritualclothing.com
for stockists.

MYTH and RITUAL

RUBY LONDON RENNIE SLIM LEG £130
China Blue, 98% Organic Cotton
Rubylondon.com



FREE FASHION FINDS WITH VISA SWAP

Clothes swapping is sweeping the nation, with savvy ethical fashionistas realising the benefits of swapping their old wardrobe for a brand new one, all for free! Visa Swap (in association with the clothing charity TR Aid), are inviting fashion lovers to bring their unwanted designer and high-street clothes to the Visa Swap Loft in London's Convent Garden over a three week period. In return they will receive redeemable points in exchange for their fashion items. The more exclusive and unique the garment is, the more points you get. At the final weekend, swappers can arrive with the official Visa Swap Card they received when they dropped off their clothes, chock-full of points to exchange for items donated by other fashion swappers. The Visa Swap held in 2007 was a huge success and this year's campaign is fronted by Hollywood actress, Lindsay Lohan, who said of her involvement, "I am so excited to be involved with this year's Visa Swap event...Ethical stories continue to dominate the news agenda and it's great when fashion projects benefit charities." Any remaining clothes from the event will be donated to TR Aid (Textile Recycling for Aid and International Development). The final day for dropping off clothes and getting your Visa Swap points card is July 18, so get swapping!

See Visaswap.com for more information, venue details and dates.



A Vegan Gladiator

For cruelty-free and stylish feet check out Cri De Coeur, meaning "cry from the heart." Launched in Spring 2008, this ethical footwear brand produces vegan-friendly shoes, made by hand as much as possible in Europe. A vegan herself, the founder and creative inspiration behind the brand, Gina Ferraraccio formulated a range of vegan high-fashion footwear as a result of her own frustration at the lack of animal-friendly and fashionable footwear available. Bang on trend their Spring/Summer 2008 collection includes an ankle strap gladiator wedge sandal. Every time I see a pair of



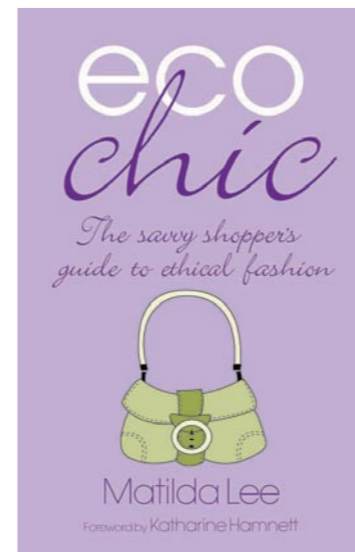
Gladiator sandals, I laugh at the ridiculousness and impracticality of this footwear genre, but Cri De Coeur has me sold on their Adrina Gladiator Wedge, with its simple chic style and muted canvas, available online at Ravinstyle.com for \$250.

Dawn Mellowship is the UK's first online ethical stylist. Her website can be found at www.dawnmellowship.com.

FASHION FACT



Cotton is responsible for the release of US\$2 billion of chemical pesticides each year and at least US\$819 million of these are deemed to be toxic enough to be classified as dangerous by the World Health Organisation. Symptoms of pesticide poisoning can include: headaches, vomiting, nausea, tremors, depression, loss of consciousness, seizures and death. The majority of the world's cotton farmers live and work in the developing world, where there are inadequate measures in place to protect them from the dangers of cotton pesticides. If that seems far removed, a 2004 study conducted by researchers at the Technical University of Lodz, in Poland, has found that the hazardous pesticides applied during cotton production can be detected in cotton clothing. Source: *Deadly Chemicals in Cotton – A Report by the Environmental Justice Foundation in Collaboration with the Pesticide Action Network.*



FOR ECO-FASHION BOOKWORMS

Eco-chic: The Savvy Shopper's Guide to Ethical Fashion (Octopus Books) – Matilda Lee with a Foreword by Katherine Hamnett, RRP £7.99 from all good book stores. Whilst sales of organic food and beauty products have burgeoned, ethical fashion is still sitting on the periphery, hopefully on the verge of something big as it becomes ever more style conscious. Consumers are somewhat confused by ethical fashion because it encompasses such a broad area and perhaps

because they don't feel that it impacts directly on their lives. We often purchase our clothes without a thought for the people along the supply chain. Eco-chic by Matilda Lee is a huge eye opener. This book explores the labour behind the clothes we purchase, our throwaway fashion culture, the unsustainability of fabrics such as cotton and polyester, the impact of clothes manufacturing on the environment, human health and animal welfare, and discusses what we as consumers can do to help the ethical fashion industry flourish. If that wasn't enough Matilda shows you how to green your wardrobe and provides a well-researched directory of ethical fashion designers and retailers. So no more excuses about not being able to find somewhere to buy ethical clothing. Get your copy now!