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Magazine

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ETHICAL FASHION

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## TRISHA GODDARD

on love, life & spirituality



# Your Stars for June

Full Page for every Sign

LOVE, CAREER, MONEY

Amazing In- depth Monthly Forecast

\* A-Z GUIDE OF SUPERFOODS \* HOLISTIC HOLIDAYS \* GO GREEN

Your Monthly Guide  
to Eco-Chic Fashion

# Ethical Fashionista



By Dawn Mellowship.

Dawn is the UK's first online eco-stylist  
and her websites can be found at  
[www.ecostylist.co.uk](http://www.ecostylist.co.uk)  
[www.dawnmellowship.com](http://www.dawnmellowship.com)

## Ethical Fashion Favourites -

Green is the  
New **Black**

**People Tree Waterlily Dress,**  
Fair Trade handwoven cotton,  
£65, [Peopletree.co.uk](http://Peopletree.co.uk).



Daisy Sandal Gold, Vegan

£39.99, Bboheme.com.



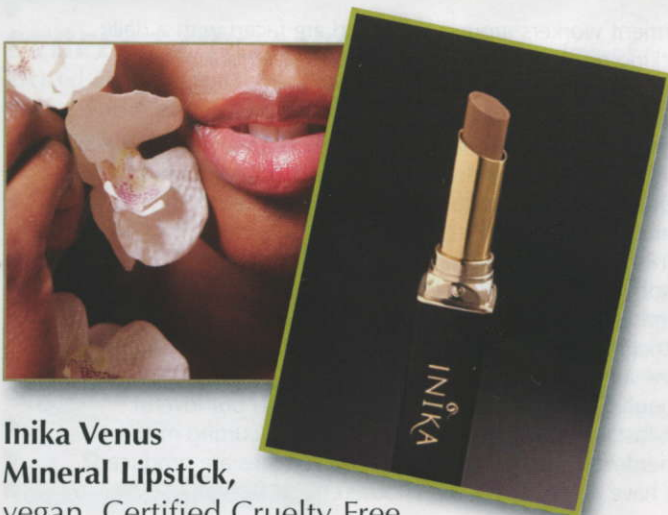
Dialog Sac Gold,  
Recycled vinyl

83 Euros, Made-in-ethic.com.



Made Pearl Lowe Flower Bracelet,

£25, handmade and fair trade, Made.uk.com.



Inika Venus  
Mineral Lipstick,  
vegan, Certified Cruelty Free,

£13.50, Inikacosmetics.co.uk.

# Shoe's Glorious shoes...

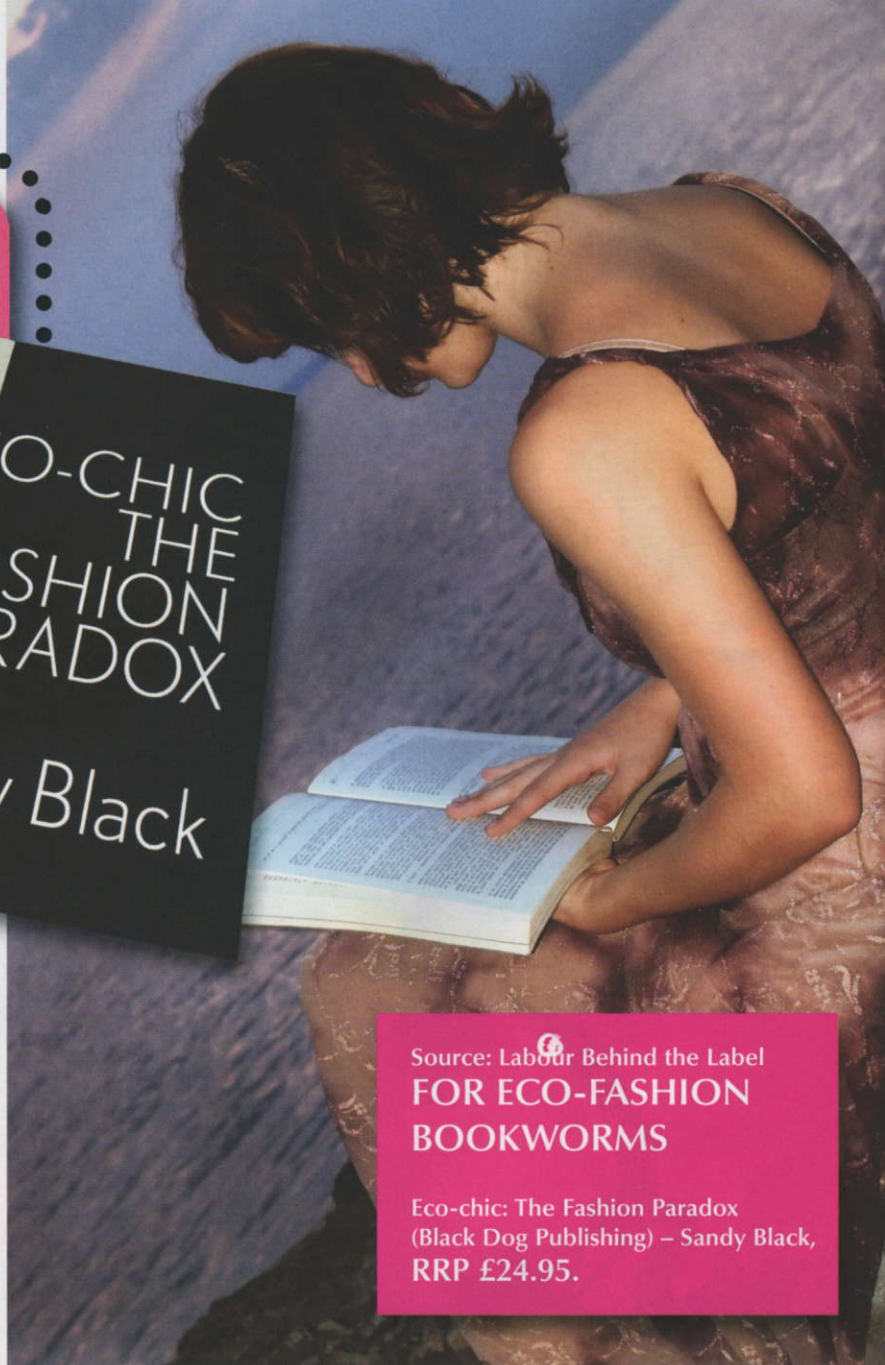
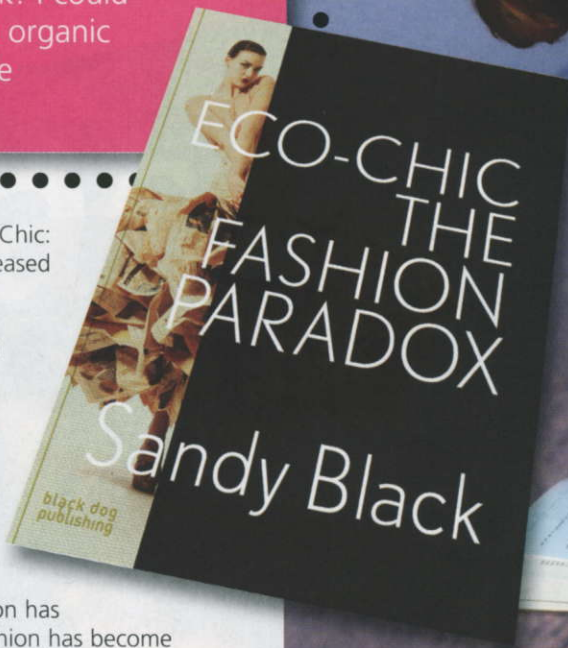


Be gone Jesus creepers, uber-chic vegan shoes have arrived courtesy of new vegan online shoe boutique, Georgette, which offers fabulous cruelty-free foot fashion and accessories that will make your mouth water. Georgette, run by twin sisters Kathleen and Liesbet in Antwerp, sells stunning animal-free shoes, handmade in Spain and Italy with the best faux leathers and sustainable materials. Shoes should be extravagant this summer, so add some super-shiny glamour to your look with the Pop dress ankle bootie, for 110 Euros at [www.georgette.be](http://www.georgette.be). Tel: +32 (0)3 289 96 39.

Oh, and while we're on the subject of shoes, one the UK's most popular vegan shoe boutiques Bourgeois Boheme, has launched Jiva and Esperituel, their first BB-branded microfibre shoe range for men and women, handmade and ethically produced in Portugal and India. Alicia Lai, founder of the company says, "We saw there was a gap in the market for footwear that is not only animal-friendly but also stylish and affordable. It's something we've looked for without success for years, so we finally made our own." I'm a big fan of the Lalita Black from the Jiva 'Soul' Range (£55), which you can easily wear to work or glam up for an evening out. See [Bboheme.com](http://Bboheme.com) for the full range.

When I first saw this book, I have to admit, my initial thought was, £24.95, for a book! I could buy a family-sized organic fruit and vegetable box for that!

However, having perused *Eco-Chic: The Fashion Paradox*, I was pleased to see that it contains a good balance of information on the growth of mass-produced and fast fashion – precipitated by the rise of the US ready-to-wear industry, the evolution of eco-fashion, ethical brands (including some beautiful full-colour model shots of ethical garments, so you can see how fabulously stylish ethical fashion has become), the reasons why fashion has become more disposable, and most importantly, addresses ways in which we can make a difference as consumers. The book also looks at what those in the fashion industry itself can do to ameliorate the situation. The low-down on different ethical fashion brands is really useful for consumers, who often struggle with the concepts and issues involved in ethical fashion and find it a challenge to source genuinely ethical clothing. Overall this book is a really great resource, even for those who are purely interested in skim-reading it to ascertain which ethical fashion brands to purchase, rather than investigating all the issues involved.



Source: Labour Behind the Label  
**FOR ECO-FASHION  
BOOKWORMS**

*Eco-chic: The Fashion Paradox*  
(Black Dog Publishing) – Sandy Black,  
RRP £24.95.

## Fashion Fact

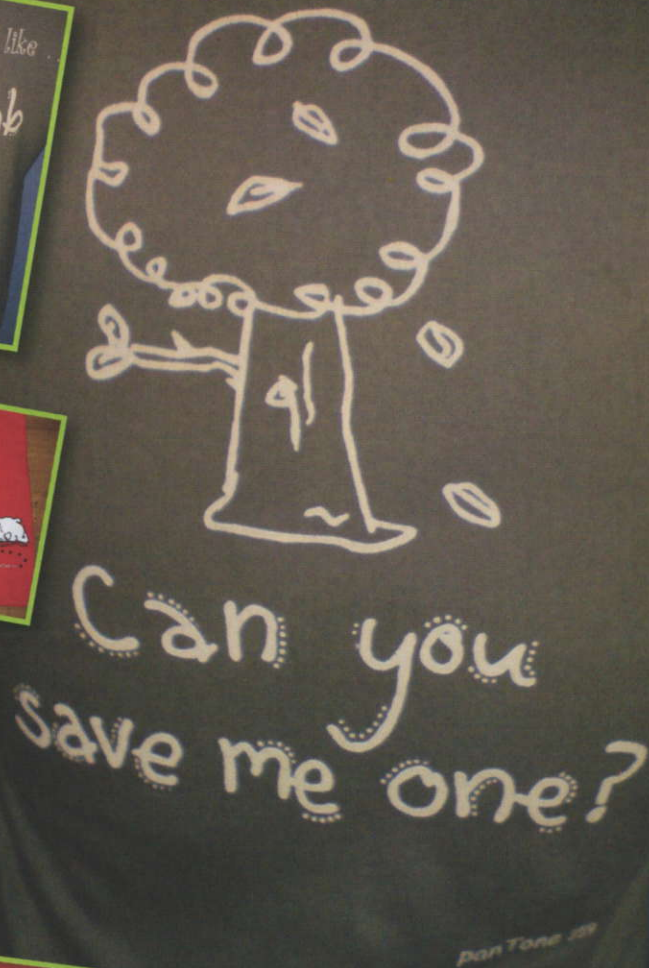
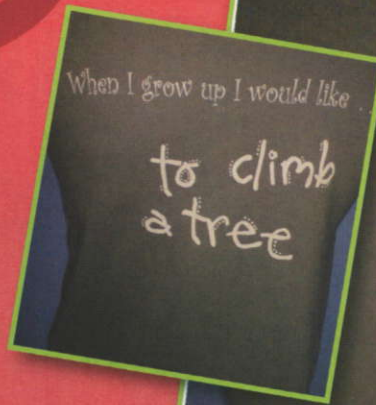


Garment workers around the world are faced with a daily working routine characterised by excessive hours, forced overtime, lack of job security, poverty wages, denial of trade union rights, poor health, exhaustion, sexual harassment and mental stress. Even in factories which may initially appear to be clean and modern, workers are frequently deprived of basic human rights. Factory managers often coerce employees into working up to 16 or 18 hours a day. Overtime is usually mandatory. In many factories workers are not given clean drinking water, or permitted to use the toilet when they need to. These restrictions are particularly harmful to women, who are more vulnerable to bladder infections if they do not drink enough water. We have to ask ourselves, is our love of fast-fashion worth the human suffering occurring in the underdeveloped countries where our clothes are produced? We have a choice, we can choose ethical fashion.

## Where Would We Be Without the 'Tee'?

This month I think the humble t-shirt deserves a mention.

Most of us have at least one t-shirt hanging in our wardrobe. The familiar tees in the ethical fashion realm come courtesy of Katherine Hamnett, Edun, Kuyichi, Patagonia...you get the picture...but these are not the only brands producing great ethical t-shirts. Pantone 359 sells a range of 100 percent organic t-shirts that are stylish and bear messages about our planet that range from the more subtle to the completely obvious. My personal favourites are the polar bear t-shirt, featuring a picture of a sinking polar bear on the front and bearing the message, "Chilling out..." on the back – the I'm Not a Plastic Bag T-shirt, which displays this message on the front and says, "But I am organic cotton organic print AND ethically sourced," on the reverse – and finally the Tree t-shirt, which states, "When I grow up I would like...to climb a tree," on the front, and "Can you save me one?" on the back. To get hold of one of these fantastic t-shirts check out [Pantone359.com](http://Pantone359.com) or email [michele@pantone359.com](mailto:michele@pantone359.com).



## Natural Beauty Brand of the Year Goes to...

**PERFECT ORGANICS**, without a shadow of a doubt. I don't usually get excited about natural beauty products, but after trying Perfect Organic's Hazelnut Coffee Shea Butter (and struggling not to quaff the entire tub because it smells so delicious), I am a total convert. This fantastic product contains only organic shea butter, organic hazelnut and coffee extracts and Non-GMO Vitamin E. It glides on the skin effortlessly, leaving it silky smooth and smelling divine, without relying on a toxic soup of synthetic chemicals. I love the entire range of vegan, natural, wholesome products and they will now take pride of place on my bathroom shelf. I'm utterly convinced that no other natural brand can knock Perfect Organics from my top spot. The brand's main website is at [Perfectorganics.com](http://Perfectorganics.com). To purchase in the UK check out [Puresha.com](http://Puresha.com) and [GlowGirl.co.uk](http://GlowGirl.co.uk), and be sure to purchase, right now!



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