

ECO FASHION REVOLUTION

Fashion that's beautiful and also good for the planet and for the people wearing it: is this a utopia? Not anymore, thanks to talented new designers, university courses, and major brands that believe in sustainability, without sacrificing style



Above. A look from the fashion show of the U.S. brand Nicholas K, created by Christopher and Nicholas Kunz. Opposite page. A dress from the Bav Tailor S/S17 collection.

The greenhouse effect – the infamous main culprit of climate change – is not just the fault of the heavy industry and the oil sector. It is caused by many other factors as well: what we eat (meaning, the food industry, in particular the alliance between intensive farming and intensive livestock breeding), where we live, how we move and also how we dress. Yes, it's also caused by our clothes: few people realize that garment manufacturing is one of the most polluting industries in the world, and each piece of clothing or accessory has a different impact on the environment depending on the greenhouse gases emitted to produce it. Some materials pollute through production, manufacturing, and transportation. Other pollute because they affect biodiversity. Fast fashion chains, which are growing rapidly, augment the consumption of non-renewable resources and energy while simultaneously increasing emissions. But some people are saying enough is enough. They are not battered eco warriors but elegant designers with an environmental conscience. The forerunner is definitely Marina Spadafora, the creative director of Auteurs du Monde, the line of clothing and accessories of Altro Mercato. Marina is the Country Coordinator for Italy of the Fashion Revolution movement and she also teaches several courses on ethical fashion. "At the moment the predominant attitude of fashion brands is to include at least one sustainable element or product per brand," explains the designer. "For example, many brands are sustainable regarding textile dyes and procedures and they comply with Greenpeace's Detox Campaign protocol, but they may still be dragging their heels regarding the social aspect, meaning they are not paying a



that same question. Nicola Woods, creator of the Beautiful Soul London brand (with Pippa Middleton, Livia Firth, Amber Allure, Amanda Hearst, and Katy Perry among its fans), replies: "I work with small local industries around London, the city where I live, that ensure high quality and low fuel consumption. I use English lace and wool. I also use discontinued fabrics from large productions that would otherwise be discarded, as well as innovative, FHUWLANGLDLU7UDGHRUHYHQURJJDQLFIDEULFV. Another important factor, and not only in communication, is transparency. The customer must always know everything about the garment he or she is buying. For Haikure, this is "one of the core values," says its founder Federico Corneli. "We thought it was right to engage the consumer, introducing him to our production chain through the QR Code on the label attached to the garments that provides information about everything." Even Bav Tailor, a young Italian eco-luxury brand and member of the Ethical Fashion Forum, believes in the total traceability of its suppliers that must be environmentally sustainable in all or part of their production process: "I carefully search for DH TØOLW'PDWHULDOV WKDW DUH LQQRDYLH DQG HFRIULHQGODLNHUHFROHGKVNLOVEDPERFKHPS nettle, organic silk and organic cotton. For the new F/W 17-18 collection, I'll present fabrics made of Japanese paper, wood, and ecological wool with recycled cotton buttons." Two young Italian fashion collectives to watch, also due to their revolutionary spirit, are WRÅD, formed by Matteo Ward, Victor Santiago, and Silvia Giovanardi, and Re-Bello, a brand created by Daniel Tocca, Daniel Sperandio, and Emanuele Bacchin and designed by Ivana Omazic. Theirs is a clear statement of intent. "You need to give yourself a chance to make change happen," says WRÅD. "An act of rebellion led us to invest everything for #Livable-Change. WRÅD wants "to be" rather than "to do". What we do depends on who we are. We are not merely a fashion brand." Re-Bello believes in a "Nice Revolution": their ethical suppliers are fellow travelers who seek change also through a search for materialDOV VRK DVHXDOSW\FUpSRQUHFROHG\KLOJ net that is padded with Tyrolean wool destined for

Above. Clean lines and environmental awareness is the mantra of Iluut, the brand created by Elina Cerell of Finland that is sold online. Opposite page. Only organic cotton was used IRUWKLVRM\WE&YLO\LFKDVIRØGHGE\ Britt Cosgrove and Marina Polo in 2012.

