

## Ethical fashion is going somewhere

Veronica Crespi sees the high street acquiring a tint of green

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Only a couple of weeks after all the excitement of Pure and Estethica @ London Fashion Week, I am still going through all the images and press releases of all the great brands exhibiting, and finding more and more pieces to love from the wonderful new A/W 10 collections.

February was a bubble of novelty and was totally fashion immersed – I have been seeing so much gorgeous ethical fashion I almost got the idea it was absolutely everywhere, and that it's become a really readily available shopping option.

But has it?

Well, I have been talking to designers here and there, and rumor has it that we'll soon find organic fibres and ethically produced creations right down the high street.

Very soon in fact (Spring 2010) **From Somewhere** will be unveiling their capsule collection from F&F at Tesco. Tesco have been tackling the problem of what to do with their pre-consumer textile waste, and have joined forces with upcycling experts From Somewhere to create a colourful six-piece collection that will surely be a hit.

Hot on the heels of this announcement came the news that **Goodone** will also be working with the retail giant. Upcycling their discarded materials, they'll be presenting a limited-edition range of their famous body-con one-off pieces.

Goodone are not new to the high street, having presented their A/W 09 collection on ASOS.

Actually, ASOS have a whole 'green room', featuring creations by **Bassike**, **Made** and **Slow Motion** among others. I also love their project **ASOS Africa** – tribal prints are such a huge trend this season! So why not just buy into the real thing: a colourful dress or a funky playsuit in a vibrant print produced locally in Africa under Fairtrade guidelines.

If you're not buying online but are out and about for a spot of retail therapy in town, find a few spaces for ethical brands at Topshop Oxford Circus in London. **Made** and **People Tree** have had a concession there for ages, and you'll also find the vintage inspired collection by **Tara Starlet**. These are 40s and 50s inspired frocks made locally in London from end-of-roll fabrics and incorporating original vintage buttons and trimming s. Nothing like it for a bit of ethical fifties glamour!

While you're in Central London, don't miss out on the latest retail additions: Anthropologie, where you'll find great pieces by **Minna** (read more about Minna on DaisyGreen's Estethica report) and **Beyond Skin**, and of course the **Ascension** store, totally dedicated to ethical brands!

The big department stores are also upping their game when it comes to recognising the potential of ethical fashion brands. Minna are currently stocked at Harrods, **Pachacuti** at Liberty's, and **Elvis & Kresse Arts** have told me that they are going to have a space for their limited-edition reclaimed firehose bags in the handbags section in Selfridges (more soon).

From luxury stores to charity ones, make sure you pop into one of **Oxfam's** sustainable boutiques to view their Loved for Longer and DIY collections, plus their new collaboration with **Wright and Teague** jewellers, who have produced a line of stunning one-off restyled silver and beads necklaces with Fairtrade producer group Noah's Ark in India.

A few options then – obviously we no longer need to be fashion insiders shopping in niche boutiques to add up to our more sustainable wardrobe. Can't wait for the spring pieces to be available now!

Veronica Crespi is Senior Consultant at **ReWardrobe**.



From Somewhere - coming soon to a high street near you