

Ethical fashion generates the Wow factor at Esthetica

by Veronica Crespi

Season after season, ethical brands are gaining more and more visibility, and moving from the fringe scene well into the mainstream of fashion.

This is certainly thanks to growing media interest - the recent events parallel to London Fashion Week were covered by magazines and blogs, and counted on lots of celebrity endorsement. Erin O'Connor presented her She Died of Beauty t-shirt collection at the Sustainable Fashion Show during Prince Charles's Start initiative; Miriam González Durántez (Nick Clegg's wife) was pictured next to Elena Garcia and Stamo at the Eco-Luxe launch.



Ethical brands deliver on design with great appeal

But are these brands making the news because they can deliver purely on a design level, and can appeal to the public in terms of trends and image, on top of their portfolio of credentials?

Creations shown at Esthetica in September show that this is definitely the case, and ethical fashion really has that wow factor going for it. For next S/S11, it is conveyed through amazing cuts and structures, for a truly architectural style.



Ada Zanditon star of the show

The 'star' of the show, Ada Zanditon (together with Christopher Raeburn, she is quickly becoming a household name for ethical fashion) had a purely geometric theme for her collection. Titled Pyramora, it featured intricate shapes of multiple pyramids, applied to add structure to the otherwise clean cuts and simple lines of her dresses. Paired with bronze make-up for the catwalk, the metallic fabric 'spikes' conveyed not only an architectural, but an almost sci-fi vibe.

Henrietta Ludgate shows a similar approach with her matelassé coat, and her rigid collars and hems almost borrowed from astronauts' spacesuits.





Camilla Wellton's exaggerated collars and sleeves of cream fabric look like angelic wings on sharp-cut samurai-inspired outfits, mixing the romantic with the power of the lines.

And for a masterclass in merging performance-enhancing materials with feminine shapes, what better example than the Victorian number by From Somewhere,

cut and ruffled out of Speedo's dismissed LZR racer suits.

For other brands, it's a game of draping, applied to natural hues, or black, for a maximising effect.

Maxjenny's designs are all about shape and dynamism - with soft jerseys and mesh wrapping around the body and following its curves creating hoods, batwings, pockets and unexpected new volumes as the movement goes. Perhaps this study of the form is influenced by the brand's Scandinavian provenance.

This can also be true for Righteous Fashion, a new name at Esthetica, with roots in Sweden. They, too bring along a theme of simplicity and luxurious basics, that wrap softly around the body creating texture and a sense of comfort in wearing them.

As ethical brands really do convey design, and don't just concentrate in promoting their sustainable concepts, Esthetica is shaping up to be a 'fashion week' inside the Fashion Week, and can be read in terms of trends just like the mainstream catwalks are.

Structures and volumes are a definite trend emerging for next summer - soon we'll take a peek at more.



With special thanks to Veronica Crespi, Author of "Ethical Fashion generates the wow factor at Esthetica" and Director of ReWardrobe, the Slow Wear Consultancy, read more [HERE](#).