



Photo by Tom Olesnevic

Emma Grady

Emma is a fashion expert, award-winning writer and stylist based in New York City. She is the founder and editor of PastFashionFuture.com, a style site that explores the relationship of modern fashion and style with its tradition and heritage.

Grady is the resident fashion expert at Discovery's TreeHugger.com, the voice behind "Styled by Emma," a weekly fashion Q&A column published by Ecouterre.com, and the fashion and beauty correspondent at Hearst's TheDailyGreen.com.

Blessed with good taste and an uncanny ability to know what works when it comes to style, her expertise has appeared across numerous web and print publications, including Marie Claire (South Africa), MSN, AOL, Yahoo, The Huffington Post, Trend Hunter, Current TV and Women's Wear Daily (WWD).

Read Emma's piece on Peruvian artisans on page 54.



Gina Whitehead

An American and Spanish, Gina received a truly international upbringing growing up in France, London and Barcelona. Gina is currently a freelance writer for Vanity Fair, Glamour UK, Vogue France, Dare 2 Magazine, Under current magazine and SIX. She is one hyperactive multi-tasking tornado. Her hobby is coming up with ideas to encourage people to sit and think (that's a luxury nowadays isn't it?). Gina loves to love. And loves to travel. The quote that possibly describes her most closely is: "Life is short, break the rules, forgive quickly, kiss slowly, love truly, laugh uncontrollably, and never regret anything that made you smile". Read Gina's piece on the New York ethical clothing store Kaight in our OnThe Radar section, page 18.



Veronica Crespi

Veronica is a Style and Fashion Consultant, who has brought her quintessentially Italian flair to London. She has made Slow Fashion the focus of her work, advising clients on how to link sustainability to style.

She is now developing the Up-Wardrobe project, to promote textile-upcycling designers. After founding Rewardrobe, Veronica has become an established name within the ethical fashion community in London, with a collaboration with the Ethical Fashion Forum, a nomination in the 'Best Green Contribution to London' at the London Lifestyle Awards, and a prize as one of the Future100 young entrepreneurs of 2010.

Veronica is also a freelance fashion writer and a public speaker on the subject of sustainability and Slow Fashion.

Veronica introduces top SIX S&E Italian designers on page 40.



Ayesha Mustafa

Prior to launching Fashion ComPassion, Ayesha worked as a marketing professional at Pepsi Co UK, where she looked after retail & online retail accounts like Waitrose and Ocado, and marketed the Pepsi Co brand portfolio to the key retailers. Before that, Ayesha has worked in PR and Communications and had a short stint of working at a New York law firm.

Ayesha has a BA in Politics & Economics from Mount Holyoke College, Massachusetts U.S.A and Masters in Media & Communications from City University, London. Ayesha grew up in Karachi, Lahore, Cairo, New York & Dubai and currently lives in London.

Read Ayesha's piece on the Middle Eastern artisans on page 50.



Ilaria Pasquinelli

Ilaria is an international marketing expert for the fashion industry.

She has advised both private and public companies, including not for profit organizations, such as International Trade Centre (UN agency).

Ilaria is also an expert of ethical fashion assisting fashion businesses to market and communicate sustainability. She sits on the board of the Ethical Fashion Consultancy, and is also Co-founder and Marketing Director of SPINNA - The Women's International Textile Alliance, a foundation which focuses on fostering women empowerment in the textiles and fashion.

Ilaria talks Ethics versus Aesthetics in her S&E Italy: Introduction feature on page 38.



Michele Llanos

Originally from Los Angeles, Michele currently resides in NYC, where she uses her position as Fashion Director for CocoEco Magazine as a showcase for international sustainable design and responsible fashion.

Her past endeavors in LA include showroom owner, stylist, costumer and jewelry designer. Today, she uses these resources and relationships to promote committed artists and designers that produce product with uncompromised ethics.

Michele reviews the pieces that are worth breaking your piggy bank for in the Investment Plan on page 112.



italy ^{*}top **SIX**

Italy has such a deep-rooted tradition in tailoring and sartorial **CRAFTSMANSHIP**, that fast fashion never really got its grip on 'Made In Italy', or at least not as much as it has on other markets. The quality of Italian-made products is undisputed, although **MODERN** production methods mean that some of the more niche textile skills of old might be in danger of being lost forever. Aiming to salvage the environment and antique weaving techniques, Italian S&E designers are making the most of their heritage, elevating the art of fashion to new, **SUSTAINABLE**, heights.

by Veronica Crespi

Cosi Nero Quasi Blue

Inspired by the old weaving techniques of his homeland Sardinia, ANTONELLO developed a range of handbags made from hand-woven fabrics, produced in ethically managed factories and workshops entirely run by women. Antonello's exclusive 'luxury eco' line of accessories uses sustainable yarns made with Sardinian sheep wool, dyed locally with Sardinian plants, and regenerated-recycled cotton. The handbag linings are made from beautiful ends of roll and off-cut fabrics from Sardinian textiles factories. The fibres in bags come from organically farmed sheep: conventional farming is a huge consumer of non-renewable fossil fuels, whereas Sardinian farmers have been using organic farming for generations.

www.antonellotedde.co.uk

Antonello



CANGIARI is a new ethical and social fashion brand launched in 2009. Each item in Cangiarì collection is unique and made more precious by the use of superior textile craft applications: hand-embroidered and hand-woven fabrics, produced according to the ancient traditions of Calabria, but with a modern take. Cangiarì means 'changing' in the dialect spoken in Calabria and Sicily – as in 'bringing change into the fashion system'. Cangiarì's collections are designed by a creative community and are entirely produced in Calabria and Sicily using precious fabrics and high-quality craft processes. Cangiarì originates from a social responsibility mission and is sponsored by the Camera Nazionale della Moda Italiana and tutored by entrepreneur Santo Versace, brother of Donatella and the late Gianni, and of Calabrese origin. Cangiarì is also socially responsible: the entire production pipeline is made up of local co-operatives, promoting local communities struggling against the force of the mafia, and giving work to disadvantaged people.

www.cangiarì.it

The capsule collection that launched the COSÌ NERO QUASI BLUE line (so black it's almost blue), designed by Federica Martin Wedard, reflects an extremely refined and versatile creative vision, where women's codes in elegance are based on the most exclusive contrasts; tradition and avant-garde, technique and evolution, purity and colour. Beyond the surface, contemporary femininity is brought to life by the perfect balance between sartorial taste and design innovation, exalted by the use of organic fabrics treated and processed to become light, breathable and hyper-comfortable: Biosatin, Biodenim, Bamboo linen, Shatul - a mix of silk and hemp with a pearly effect, and Farfara, a jersey obtained from a crab shell fibre.

www.cosineroquasiblue.com



Cangiarì

Yoj developed their research in the direction of a responsible attitude towards the Earth - sensitive to the absolute importance of the renewal of energy sources and the control of material production. Yoj believe these issues need to find natural answers - encouraging them to only work with materials produced in ethical and respectful environments, utilising organic fibres and naturally extracted dyes. Each piece from the collection is a 'unique piece', being completely hand-made in every phase of the process: dyeing (by decoction or infusion, with herbal teas or other extracts derived from organic vegetable growing), drawing and tailoring.
www.fashionyoj.com



Reggiani

REGGIANI, by Elena Reggiani, is the offspring of a project born from Italian know-how, where sartorial craftsmanship, cutting-edge fabrics and colours create the new codes of modern style. Clothes made of natural materials with a body-modelling fit and highly elastic qualities, enhance the body's form through a new wearability based on the concept of elegance in movement. The collections consist of models with timeless and classic forms decorated by small fans, curls and sensual flounces. Besides the extraordinary body-modelling techniques and the delicate 'modern retro' taste, Elena Reggiani's creative vision chooses colour as the new aesthetic and stylistic guide, unveiling a vibrant and sophisticated palette each season.

www.reggianiboutique.com



Yoj

The influences behind GIUNONE COUTURE lie in modern environmental issues, which results in all garments created using 100% Italian fabrics, rigorously vetted to be certified eco-friendly. Natural and untreated cotton hints at days gone by, as does its juxtaposition with sartorial craftsmanship which is distinctive to the Turin-based atelier. A profound knowledge of materials and shapes, together with pattern-making and tailoring techniques are the basis of a line in which the classic and the experimental merge. Materials are the focal point of all collections, treated with the intent of conferring them with a new sense of lightness and movement.

www.giunonecouture.it

