

Eco-Friendly Fashions Hit the Runways
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Halogen TV
August 8, 2011

Calling all fashionistas! Fashion Week or Fashion Month as it's been called begins on September 8th in New York City (<http://www.nycfashioninfo.com/default.aspx>). Other shows during September/October take place in London, Milan, Paris, Los Angeles, and Japan respectively. Trends will come and go; however, eco-friendly (<http://www.ecofashionworld.com/index.php>) or sustainable fashion will last forever. Natural fibers such as organic cotton, hemp, and others are sure to make an appearance on the runway. Here are a few eco-friendly fashion designers (http://www.thegreenshows.com/about_us.html) to look for on the runways now and in the future.

Eco-Friendly Beauty and Fashion Companies/Designers

Linda Loudermilk

A pioneer of eco-fashion, Linda's 'luxury eco' line of clothing and accessories are made from plants such as bamboo, sea cell, soya, and sasawashi; a linen-like fabric with anti-allergen and anti-bacterial properties. Loudermilk is known for incorporating 'themes' into each season's line; her latest one was an ocean theme. "We aim to give eco glamour legs, a fabulous look and a slammin' attitude that stops traffic and shouts the message: eco can be edgy, loud, fun, playful, feminine (or not) and hyper-cool," says Loudermilk. Visit Linda Loudermilk (<http://www.lindaloudermilk.com/loudermilkinc.html>) for more information on her eco-fashion line.

Prophetik

Jeff Garner, the designer behind the organic Prophetik label, was born in Franklin, Tennessee with a deep connection to nature. He uses organic dyes, flax, hemp, and recycled bottles to create artistic fashions; employees receive fair pay for their work. It no wonder why Jeff was named '2010 Eco Men's Designer of the Year' at last year's London Fashion Week.

"I want everyone to know what it feels like to wear a garment that has been made and designed with purpose and love. Each piece is made with a dedication to not harming others for selfish gain." - Jeff Garner

Garner frequently speaks at universities to raise awareness of sustainability in fashion. He wants "people to experience the heart of Prophetik and believes that having a social conscience will never go out of style." His garments are "stocked in high-end boutiques across the United States, including the distinguished Fred Segal in Santa Monica (a celebrity favorite), and Eco Age located in London, Japan and Switzerland" (<http://www.prophetik.com/category/philosophy/>).

Peridot Kiss

Vancouver, BC, Canada based Designer by Margarita Angelatos's eco-friendly and socially conscious line of clothing is made from hemp. Her affordable, quality clothing line is easy to wear, chic, and sophisticated. According to Margarita, "We believe in taking care of the earth and minimizing our impact on it while living a positive and balanced life."

Hemp doesn't require large amounts of water or pesticides to grow. The beauty about hemp is it's mildew resistant and screens out ultraviolet rays. It's recommended to wash clothing made from hemp in cold water, lay flat to dry. Visit Peridot Kiss <http://peridotkiss.com/our-story/> to learn more about Margarita and her eco-friendly, fashionable clothing line.

Nicole Bridger

The philosophy of Nicole Bridger is "to Do what is right for the Earth, its People and Spirit." People can feel sexy wearing effortless, luxurious clothes which minimizes the impact on the earth. Nicole's socially conscious clothing line focuses on using sustainable fabrics from natural and renewable resources; clothing is dyed using low impact dyes. Manufacturing practices are ethical and concentrated in Vancouver, BC, Canada. However, overseas, fair-trade factories are occasionally used. Visit Nicole Bridger (<http://nicolebridger.com/philosophy.php>) to learn more.

Loomstate Organic

Designer Rogan Gregory and Scott Mackinlay Hahn founded Loomstate Organic (<http://www.loomstate.org/about>) in 2004 in New York City "as a casual brand dedicated to creating demand for certified organic cotton using socially and environmentally responsible methods of production." Loomstate uses 100% certified organic cotton from Turkey, Peru, Africa, India, and the USA. They partner and work with factories that adhere to 'Gold Standard' or model production methods. "Factories must use the highest environmental and labor standards, controlling factory pollution, and enforcing fair labor as the cornerstone of the effort" (<http://www.loomstate.org/about>).

John Patrick

Recipient of the '2010 Ecco Domani Sustainable Design Award' (<http://www.ecouterre.com/john-patrick-of-organic-wins-ecco-domanis-2010-sustainable-design-award/>), John Patrick (<http://organicbyjohnpatrick.com>) is an eco-friendly, earth-conscious designer aware of his footprint on the earth. He's passionate about protecting the environment and using organic fibers including vegetable tanned leather, recycled PET polyester and recycled wools—to create his classic apparel collections. (<http://www.naturallycurly.com/curlreading/trends/fall-fashion-week-2011-eco-designer-john-patrick-stays-earth-friendly-with-recycled-hair-texture>) John Patrick has worked with Aveda (<http://www.aveda.com/home.tmpl>), maker of certified organic products that are packaged in 100% post-consumer recycled packaging. This has allowed him to promote his eco-conscious message on the runway.

"The John Patrick Organic collection has become a name synonymous with both trendsetting and ethically conscious design, and is at the forefront of the eco-friendly design movement."

<http://www.naturallycurly.com/curlreading/trends/fall-fashion-week-2011-eco-designer-john-patrick-stays-earth-friendly-with-recycled-hair-texture>).

**Fashion week begins in September and runs through October. For more information, visit NYC Fashion Info <http://www.nycfashioninfo.com/default.aspx>, The Green Shows (http://www.thegreenshows.com/about_us.html), and London Fashion Week (<http://www.londonfashionweek.co.uk/>).*