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Apr 14, 2009

**In Fashion: Eco chic**

by Sharon Mosley

April may be Earth month, but any day of the year is a good time to throw on an organic cotton T-shirt and take a few minutes to save our fashion futures. Yes, even fashionistas need to get a conscience. Eco-chic is not a passing fad.

"Guilt and shopping go hand in hand for most of us these days," says Tamsin Blanchard, author of "Green is the New Black" (Hodder & Stoughton). "It's not just that you are spending beyond your means and are on your second interest-free credit card transfer. The minute you start to consider who has made your clothes, in what sort of conditions and how little they are being paid, impulse shopping can start to feel rather uncomfortable."



Buying apparel made from organic cotton is one of the best ways fashion-savvy consumers can create an eco-friendly wardrobe. Here, Revenge Is creates stylish organic T-shirts from recycled plastic soda bottles. Photo courtesy of Revenge Is.

Blanchard suggests supporting manufacturers and retailers who are making an effort to go green and reduce our carbon footprints.

Read those labels! Her favorites include: People Tree, the Fair Trade clothing company, American Apparel who makes sweatshop-free T-shirts, Nike who is expanding its organic cotton clothing and designer Katherine Hamnett who insists on using organic cotton in her fashion collections.

"As a consumer, you have fantastic power," says Blanchard. "Don't forget to use it. And if you show your support, they will do more."

Christie Matheson agrees that we all need to be more thoughtful about the clothes and accessories we buy. In her book, "Green Chic: Saving the Earth in Style," (Sourcebooks Inc.) she advises fashionistas to begin their green quest with a "less is more" attitude. Her first step to achieving a more eco-conscious wardrobe is to clean out your closet.

"The idea is that if you love everything in your closet," says Matheson, even if you end up with a third of the clothes you had before you started the editing process, "you'll have a much easier time getting dressed in the morning and you'll always look stunning."

Like Blanchard, Matheson is a fan of organic cotton apparel. Her favorite collections include Loomstate (now available at Target), designer Linda Loudermilk — a celebrity favorite, Stewart (plus) Brown and organic denim from Del Forte and Levi's.

Matheson also strongly suggests using reusable shopping bags. "If everyone in New York City alone used just one less shopping bag per year, it would eliminate 5 million pounds of waste and save the city \$250,000 in disposal costs," she notes.

The Sak makes one of the best eco-friendly "bags." The Sakroots line contains trendy hand-woven bags made of bamboo, hemp, milk cotton, azo-free dyes and hardware. Lorae Russo, creative director/vice president of The Sak, was inspired by a friend who introduced her to a diverse website, [www.treehugger.com](http://www.treehugger.com).

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Light Snow

Feels Like: 26°F  
Humidity: 51%  
Wind: WNW at 10 mph

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15 yr	4.59%	4.59%
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**Featured Columnist**

Luke Clausen

**Events Calendar**

April 2009						
S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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Videos
Games
Sudoku Puzzle
Horoscope Guide
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Census Quick Facts
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Jobs at Bend Weekly
Ethics Policy

"I wanted to change my life in a drastic way to do something that would make a difference in the world," says Russo, "but soon realized that I would be most effective doing what I knew best and that's through the design community." Russo partnered with The Sak to create an eco-extension of their handbag line. "The path to becoming greener can begin in the simple choices we make doing the things we normally do," she says. "It makes learning about green so easy for everyone if we relate it to our own lives, and hopefully learn more about as we go."

Sakroots bags are available at Bloomingdale's, Nordstrom, Macy's and [www.thesak.com](http://www.thesak.com).

Some other favorite eco-friendly fashion finds:

— Revenge Is. Taking George Herbert's famous quote "living well is the best revenge," the founders of RI define "living well" as living green, while planting the seeds of change through social activism. Revenge Is seeks to answer the fundamental question so aptly put by the moniker — offering slogans on their organic T-shirts to inspire personal activism and to enact positive change for the environment and our society. Visit [www.revengeis.com](http://www.revengeis.com) to view products.

26	27	28	29	30	1	2
3	4	5	6	7	8	9

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#### Horoscope Guide

Aquarius	Libra
Aries	Pisces
Cancer	Sagittarius
Capricorn	Scorpio
Gemini	Taurus
Leo	Virgo

#### Local Attractions



<http://www.bendweekly.com/news/17469.html>