



GREEN PAGES ECO FASHION LAUNCH

On 9 November 2007, the fashion world descended on Sydney Harbour at the exciting launch of Australia's first sustainable Fashion Parade; the Green Pages Eco Runway. Guests from the fashion industry, media and the environmental industry were treated to sumptuous organic treats while they enjoyed a dazzling display of style and colour in the most sustainable way.

Over a dozen of Australia's most innovative designers took part, proving that the most exquisite, sexy and wearable fashion can be created using sustainable fabrics and manufacturing processes. Amongst the designers were Akira, Gorman, Nudie Jeans, Vixen, Sara Victoria, Rachael Cassar, Camilla, Bird, Cloth, Romance was Born, SIX, India Flint, Pure Pod and more.


The demand for eco fashion is booming. Cate Blanchett publicly claims she will only buy organic cotton. Meanwhile, Scarlett Johansson recently modelled a range of sustainable garments for Vogue Magazine. However, despite the escalating trend towards eco fashion, the industry has not readily embraced a standard that takes into account the entire process of production.

Katie Patrick, CEO and founder of Green Pages, points out that whilst a range of international environmental standards exists along with Australia's own Good Environmental Choice standard, not one fashion brand in Australia has adopted a comprehensive environmental standard. Patrick maintains that the industry needs to take action to adapt these environmental themes as a matter of urgency, considering that the textile and clothing industries are responsible for significant environmental impact.

'I believe all designers should consider the planet, use more natural fibres and make garments that last' - Akira Isogowa

'Organic labelling is a good start, but Organic Certification is only one component of the total picture. The fashion industry needs a robust standard that can quantify emissions such as dyes in effluent, air pollution and packaging waste. Consumers need to be able to trust such a standard because they want to be assured that the clothes they are buying really do have minimal impact,' says Patrick. 'If this movement is to be taken seriously, the industry needs to take action now.'

In terms of sales, the Organic Trade Association Manufacturer Survey of 2004, shows that the sale of organic cotton fibre grew by an estimated 22.7 percent over the previous year. Sales of organic cotton women's clothing grew by a healthy 33 percent. However, organic cotton represents only 0.03 percent of the total world cotton production.

The government is also coming on board, recognising the need to regulate environmental labelling. The Australian Competition and Consumer Commission (ACCC) is developing guidelines that will require companies from a range of industries to verify their eco claims. 'It's good to see that the government is taking action against "green washing." It will have a positive impact across the board,' says Patrick. 

Facing page:

Star designer of the runway show Akira Isogowa creates his range from all natural materials like silk. The smiling designer is proud to show off his brightly coloured kimonos and dresses, like the one modelled here by Green Pages CEO, Katie Patrick. Image courtesy of Bob Finlayson of Newspix



The Senorita Salsa range is designed by Camilla (left). Garments are made from all natural fabrics and dyes while the hem is constructed from recycled off-cut scraps from previous collections. Designs by Camilla are always made with all natural fibres, such as silks, voils, cottons and bamboo.



Designs by Cloth (left) are inspired by the land. All natural hemp and linen fabric is screen printed by hand for a strong look and a down-to-earth feel. Patterns and prints are drawn from nature and the local landscape and created by local craftspeople. Designing from a craft's perspective is at the core of Cloth.

Skin and Threads (right) creates modern, polished basics for those who value style, quality and the environment. Fine merino knits, sheer baby cotton and organic cotton are worked into a range of shapes and styles using natural materials and processes, all of which offer something unique in both aesthetic and principle.

With accessories from Dinosaur Designs.



The Pure Pod (right) collection is an organic blend of unfolding layers of divine natural textiles and exquisite cuts. Garments are designed with some versatile cuts that can be worn through many seasons and occasions. The divine texture of the hemp, wool and lyocell textile creates a warm detailed look that is pleasing to the eye.



Images courtesy of Kai Godeck of Tito Media