

Beautiful in bamboo

Designer's edgy enviro-clothing range taking off

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IF you want to make it in the fashion world you have to look beyond the Northern Rivers.

Kelli Donovan figured that out pretty quickly. But, while the Mullumbimby designer uses mostly local talent to produce her eco-creations, she tries to sell them as far afield as possible.

In Australia that means having a presence in Melbourne. Ms Donovan had so much success when she took her Pure Pod label to the Victorian capital in March she is heading back.

Fashion Exposed is a premier event on the fashion trade circuit, giving designers a chance to sell their products to buyers as far away as New Zealand.

"It was great in March," she said.

"We had a fantastic response because we had quite a big range and it is more fashion-based than a lot of other eco clothing. We talk to retailers face-to-face, it's so much better than doorknocking.

"This time we're bringing some winter weight fabrics. We've got some beautiful wool from New Zealand and bamboo de-



BEAUTIFUL BAMBOO: Mullumbimby designer Kelli Donovan is finding fashion success far from home.

Picture: SEAN WATSON

nim."

Pure Pod is a range of men's and women's clothing made from fabrics including bamboo, organic cotton and wool.

Ms Donovan's use of soft, yet durable, bamboo makes her clothing environmentally edgy. Another local designer, Byron Bay's Tim Wall,

will feature his Lunatic Owl range at the expo, which runs from September 14 to 16. For more info check www.fashionexposed.com.