

Eco-mania demands special spot at fair

SYDNEY: Fashion Exposed will showcase environmentally conscious clothing and accessories in an "eco precinct" at its upcoming Sydney round.

Event organiser, Australian Exhibition & Conferences fashion director Jane Harris, said the designated area would be a first for the fair – which takes place from March 9 to 11.

"From the work that our [exhibition] sales team has been doing with Fashion Exposed it became clear that there's now a really strong commercial demand for environmentally friendly fashion. Some of the exhibitors such as Pod Productions were extremely enthusiastic about the idea of a demarcated area."

Pod Productions designer Kelli Donovan said the company would show its eco label Pure Pod at Fashion Exposed for the first time. Pure Pod's ranges for both women and men were made from eco friendly fabrics including bamboo, organic cotton, wool, lyocel, hemp, soy and silk.

"Pure Pod is an Australian-made product with sustainability as its backbone from conception through to production.

Bamboo is used throughout the collection as a high quality and versatile textile that is fresh to wear, adapts to your body temperature, is great for allergy sensitive skin, grown without chemicals or fertilisers and minimises water wastage. Pure Pod takes great care through the entire process to make the company as environmentally friendly as possible."

Iconic Australian outerwear label Driza-Bone will also have a presence in the precinct, showcasing the Driza-Bone Activ range, featuring Australian merino that is 100 per cent natural, biodegradable and grown sustainably.

Another green exhibitor, men's and women's clothing label Earth Collection, is based on the principles of creating minimal negative impact on the environment.

As well as clothing, the eco precinct will also feature household linen label The Ecoliving Collection, made from naturally coloured cotton.

AEC's Jane Harris said distinctive branding was designed to make the eco precinct easy to locate.

She said the 'green' branding was part of AEC's commitment to making the fair as a whole easier to negotiate.

Belinda Smart



Pod Productions will debut eco label Pure Pod at Fashion Exposed's new eco precinct.