

FAIR. ETHICAL. ORGANIC. ECO
RECYCLED. CHANGING LIVES



ETHICAL FASHION FORUM

DESIGNER PAVILION

AT THE ETHICAL FASHION
SOURCE EXPO 2011

THE ONLY INTERNATIONAL FASHION
INDUSTRY TRADE SHOW DEDICATED TO
ETHICAL SOURCING

17-18 OCTOBER 2011 LONDON EC1

DESIGNERS 2011

IMAGES: DESIGNER PAVILION 2011
EXHIBITORS , FROM LEFT: HAIKURE, LAVUK



INTRODUCTION

DESIGNER PAVILION, a part of the annual ETHICAL FASHION SOURCE EXPO, brings together some of the very best designers pioneering in sustainable sourcing alongside outstanding design- from all over the world.

From designers at the cutting edge of the sustainable fashion movement in London, to pioneering innovation in design and business practices from Africa, Asia, USA, Mexico, and all over Europe, this document sets out profiles of 18 new generation leaders.

The annual **ETHICAL FASHION SOURCE EXPO** is the worlds first and only international fashion industry trade show dedicated to ethical sourcing. The SOURCE EXPO showcases inspirational suppliers and manufacturers from all over the world, working to fair trade, ethical and organic standards, linking them directly with hundreds of designers, retailers and brands.

The SOURCE EXPO aims to promote sustainable fashion practices and facilitate sustainable sourcing amongst fashion professionals. The event creates a platform and opportunities for suppliers with exemplary practices, increasing opportunities and improving livelihoods for thousands of people as a result. Ultimately, its goal is to reduce the environmental impact of the industry, support fair and equitable trade, and reduce poverty.

Image: Carmen Rion, Mexico

www.ethicalfashionforum.com/source-expo

CONTENTS

FASHION

PAGE

CARMEN RION	1
EOS	1
ETERNAL CREATION	2
EVA CAMMARATA	2
HAIKURE	3
IN BLOOM	3
LAVUK	4
MIA	4
NURMI	5
NVK	5
REALE SLOW FASHION	6
RICICLABO'	6
STEFANIA MASOTTO	7
THE NUD	7
ULTRA	8

ACCESSORIES

CAMPECHE	9
CEEBEE	9
ETERNAL CREATION	10
MAKKI	10



CARMEN RION

Carmen Rion is a contemporary 100% Mexican organic fashion brand that works closely with indigenous groups in the state of Chiapas, Mexico, in particular with the Mayan Women of Jovel (Las Mujeres Mayan de Jovel).

www.carmenrion.com



EOS

EOS is a brand that links respect for the environment with Italian artisanal skills. EOS produce mens and womenswear solely from eco fabrics: organic cotton, organic linen, hemp and bamboo. EOS is a part of the REWARDROBE Collective.

www.eosfashion.blogspot.com



ETERNAL CREATION

Eternal Creation's range of fair trade babies, children's, women's and menswear is produced at the Himalaya Tailoring Centre, which is Fair-Trade certified by the Fair Trade Forum of India (FTFI)

www.eternalcreation.com



EVA CAMMARATA

Eva Cammarata is an ethical brand producing haute couture and prêt-à-porter. Eva Cammarata collections are organically and sustainably sourced with a minimal carbon footprint.

www.evacammarata.com



HAIKURE

Haikure is a sustainable denim brand, traceable by means of the QR code placed on the label, which enables the eco-sustainability of each garment to be traced through every step of its production. Haikure is a part of the REWARDROBE Collective.

www.haikure.com



IN BLOOM

Delicate lingerie collections made from organic cotton and lyocell. All pieces made to very high quality standards in a French family run factory specialising in corsetry.

www.inbloomlondon.co.uk



LAVUK

Lavuk is an eco-friendly fashion business that produces locally and plants a tree for every garment sold. 80% of fabrics (mainly organic cotton) are knitted in Los Angeles. Lavuk garments are custom dyed locally with low impact dyes, and sometimes hand dyed. Lavuk handprint garments with their original artwork.

www.mylavuk.com

MIA
by Mia Nisbet



MIA

MIA by Mia Nisbet is an up-cycled clothing label with a social and environmental conscience. MIA combines recycled materials with traditional Malawian textiles to produce a collection that merges the richness of African textiles with western styling.

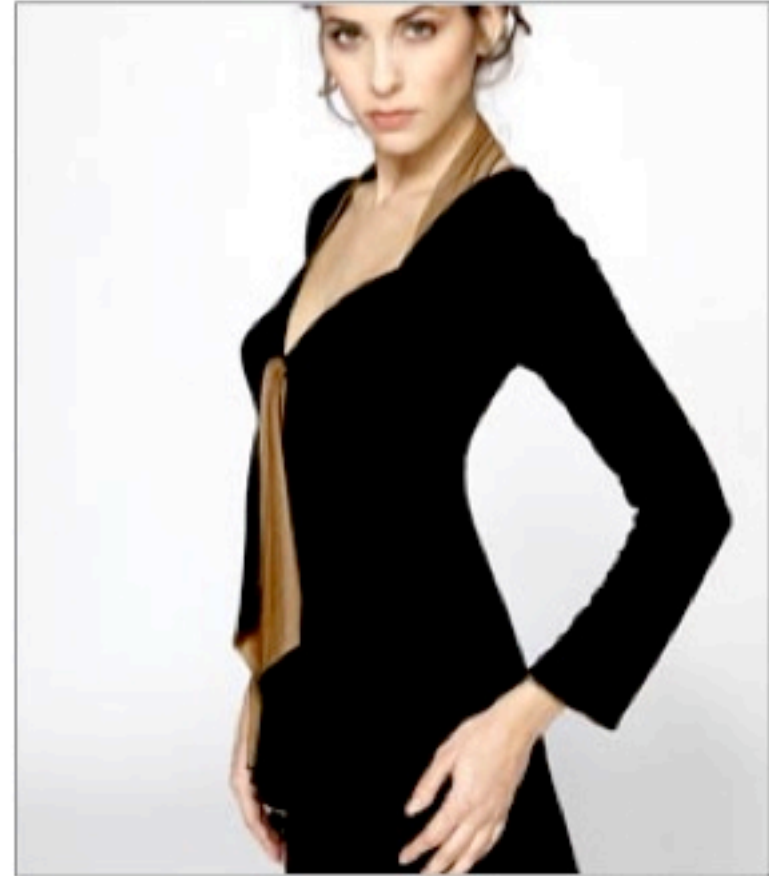
www.fashionbymia.com



NURMI

Nurmi aims to produce less, to a higher quality, and to do all this ethically and ecologically. Sustainably sourced fabrics are used in collections and waste is minimised.

www.nurmiclothing.com



NVK

Based on a Slow design philosophy, NVK Daydoll® is Made in Italy and uses sustainably sourced and eco fabrics. NVK garments can be worn, fastened and taken off in one simple move and are suitable for all sizes. NVK is a part of the REWARDROBE Collective.

www.nvkdesign.it



REALE SLOW FASHION

Reale aims to create everlasting items and limit waste. Reale uses nickel free metal details and natural dyes, and is committed to maximising fabric sustainability, using innovative fabrics from seacell to organic plush. Reale is a part of the REWARDROBE Collective.

www.reale-slowfashion.com



RICICLABO'

Riciclabo is an Italian brand of upcycled ladieswear, created from second-hand clothes and textile production rejects. The collection incorporates refined tailoring and eco-sustainable fabrics. Riciclabo is a part of the REWARDROBE Collective.

www.riciclabo.jimdo.com



STEFANIA MASOTTO

Stefania Masotto Biomoda collections use only eco and organic materials, all certified ICEA and GOTS. Stefania Masotto's production is entirely based in Italy, thanks to the hands of local artisans. Stefania Masotto is a part of the REWARDROBE Collective.

www.stefaniamasotto.it



THE NUD

The Nud: A Fair Fashion Bazaar is an online platform representing innovative designers defending H.E.D. values: Human rights and fair trade, Ecology and Development. Image: Design by Georgia Nash.

www.thenud.com



ULTRA

Winner of EFF Innovation in Design and Sourcing Award. Ultra think about application as well as material awareness, integrating sustainably sourced fabrics. Based in Malaysia, ULTRA are currently working with UNHCR to give refugees production opportunities.

www.theultraultra.com

ACCESSORIES



CAMPECHE

Campeche produce scarves dyed with certified GOTS vegetable dyes. Campeche use organic silk and cotton and other natural fibres such as wild silk, wool and linen. Campeche is a part of the REWARDROBE Collective.

www.mycampeche.it



CEE BEE

CeeBee uses recycled materials – like paper, plastic, rubber and textiles to create 'one of a kind' accessories in limited editions. CEEBEE is a part of the REWARDROBE Collective.

www.ceebee.it

ACCESSORIES



ETERNAL CREATION

Eternal Creation's range of fair trade accessories is produced at the Himalaya Tailoring Centre, which is Fair-Trade certified by the Fair Trade Forum of India (FTFI)

www.eternalcreation.com



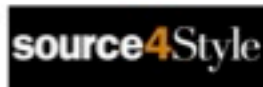
MAKKI

British and Italian designed handbags made with the world's finest by-product: exotic skins. Makki's designs feature bespoke screen printed faux suede lining and discrete eel skin leather logo, ensuring they are as beautiful on the inside as on the outside.

www.makki.co.uk

ETHICAL FASHION SOURCE EXPO 2011

PARTNERS:



SPONSORS:



The **ETHICAL FASHION FORUM (EFF)** is the industry body dedicated to a sustainable future for fashion. Our goal is to create a collaborative movement that will transform standards in the fashion industry within a decade. A not for profit organisation, the EFF works with the industry and consumers to **reduce poverty, create sustainable livelihoods, and reduce the impact of the industry on the environment.**

The EFF represents the world's largest and most established network of fashion professionals dedicated to sustainability, bringing together thousands of members in over 100 countries - from fashion buyers to designers, suppliers, factories, press, entrepreneurs, students and graduates.

Not a member yet? 100 new members join the Ethical Fashion Forum every week. Find out why: www.ethicalfashionforum.com/membership

www.ethicalfashionforum.com