

# marieclaire

# 50 UNDER £50

## Summer Fashion Buys

**MEN ON...  
LOVE, SEX,  
COMMITMENT,  
BABIES**

What They  
Really Feel,  
But Rarely Say

**SCIENTOLOGY  
EXPOSÉ**

'The Day  
I Escaped  
To Save  
My Baby'

**FAST-TRACK  
YOUR CAREER**

Apply For Marie Claire's  
Mentoring Scheme Now



**OLIVIA  
PALERMO**  
*The Most  
Fashionable  
Girl In The  
World*

**YOUR  
21-DAY  
BEACH  
BODY PLAN**  
*(It's Not Too Late!)*

**EXCLUSIVE**  
**HOW TO  
'UPCYCLE'  
YOUR  
WARDROBE**  
*By Vivienne  
Westwood*



# REPORTER

marie claire

New York's Runway To Green catwalk show was the first of its kind



Edun

Suno

Ada Zanditon

London Fashion Week's new organic label

## The New Green Glam

All hail the hot new face of eco-chic, from upcycling to the latest labels to love

LABELS TO WATCH

**OUTSIDER FASHION**  
Ethically made in India.  
Dress **£95**

**CONSCIOUS COLLECTION AT H&M Organic** and recycled fabrics.  
Dress **£29.99**

**LIBERTY AND WORLD LAND TRUST** Charity scarves **£115 each**

**MTLABELS** Handmade vegetable-tanned leather bags. Clutch **£160**

**PIPPA SMALL**  
Ethically produced Afghan jewels.  
Earrings **£450**

**L**IVIA FIRTH (AKA MRS COLIN) wowing in an upcycled dress at this year's Oscars, Emma Watson designing an organic range with Alberta Ferretti, Louis Vuitton investing in sustainable label Edun... green has never been so glam.

As Bridget Cosgrave, fashion director for Matches, explains, 'There's a big trend towards ethno-chic, with brands like Suno working with a team in Kenya to produce pieces in amazing local materials. Customers are demanding individuality and these brands mix indigenous fabrics with sophisticated cuts.'

Edun, the label founded by Bono's wife Ali Hewson, recently got a massive cash (and cred) injection when LMVH, owner of Louis Vuitton and Christian Dior, invested in the brand. It's now making serious waves with designer Sharon Wauchob at the helm, with the a/w 11 collection featuring crochet by Crochet Sisters – a group of Kenyan artisan nuns – winning rave reviews at New York Fashion Week.

But it's foremost about the look. 'People should buy the clothes because they love them. The ethical part should be what makes them feel good about their purchase,' says Hewson.

But what does 'green' mean, exactly? Livia Firth defines it as 'fashion that takes social justice and environmental impact into consideration'. She made 'upcycling' the fashion word du jour when she decided to only wear ethical clothes during awards season. No mean feat, given the nominations Colin received for *The King's Speech*. For the Oscars, designer Gary Harvey scoured vintage shops for pieces from the era of the film and cut panels from each to sew into a dreamy corsetted creation. 'I felt fantastic, and so confident,' Firth says. 'I hope other celebrities will start doing the same thing on the red carpet.'

Whether you invest in a piece from one of the new 'eco' labels or decide to try your hand at a spot of upcycling, a conscience has never looked so chic.

Livia and Colin Firth at the Oscars

### LIVIA'S ECO STYLE

- **Hold on to what you love** 'I've just found a pair of banana earrings from when I was 14 – and fruit jewellery is now on-trend.'
- **Be creative** 'For a premiere, I wore an old top and leopard-print skirt that a seamstress sewed together for me.'
- **Change with the season** 'In April, I wash and store my winter pieces and bring out summer things. It helps me remember what I have.'