

eco chic

WHATEVER YOUR FAVOURITE COLOUR, MAKE SURE YOU'RE WEARING "GREEN" FOR ORGANIC FORTNIGHT WITH OUR GUIDE TO SOME OF THE BEST ECO-FRIENDLY FASHION ON OFFER



PEOPLE TREE

One of the pioneers of ethical clothing, People Tree stock own brand and designer garments from the likes of Bora Aksu, Matthew Langille and Richard Nicoll, releasing three collections a year. Most of the cotton used is certified organic and Fairtrade, and all clothes are dyed using safe and natural dyes.
Buy it: Striped organic tie-neck top £45, Bora Aksu jersey drape front dress £80
Find out more: 0845 4504595, www.peopletree.co.uk



ENAMORE

Enamore is a young, funky clothing label specialising in womenswear made using organic hemp soya, cotton, silk and hand selected vintage fabrics. As well as clothes that include cute camis, ruffle shorts and lingerie, they also stock three unique accessory ranges by Nanny K, Catarina Vassalo and Beauco.
Buy it: Gracie organic silk and cotton dress £255, turquoise polka dot necklace (made with gemstone, silver, organic wood and vintage fabric beads) £36
Find out more: 01225 851 004, www.enamore.co.uk



BEAUMONT ORGANIC

Designer Hannah Beaumont produces elegant, simplistic and beautiful clothing using 100% organically grown cotton. Sumptuous knitwear and "neutral with a twist" dresses make up the highly-wearable autumn winter 2008 collection.
Buy it: Chunky cable cardigan £220, beaded mid length dress £100
Find out more: 0161 440 0060, www.beaumontorganic.com



UNTOUCHED WORLD

This New Zealand export is founded on the idea that you don't have to give up quality, luxury and great design to be good to the planet and look after its people. Their ethical luxury clothes are made with organic Mountainsilk, ecopossum, organic cotton or bamboo and include a mixture of basic and fashion items for women and men.
Buy it: Cable shrug £110, kimono tee £85
Find out more: www.untouchedworld.co.uk

DEVIDOLL

This chic up-to-the-minute fashion boutique stocks a huge range of designers, from Anita Dongre's Indian-inspired Grassroot collection to the quintessential Scandinavian design of Fin. With clothes for women, men and children, as well as homewares, Devidoll's ethos is "doing good by looking good".
Buy it: Fin organic cotton trench coat £285, Beyond Skin Grace organic cotton peep toe £297
Find out more: 0845 362 6273, www.devidoll.co.uk



ADILI

Adili is the Swahili word for "ethical and just" and the team are committed to selling treasured pieces that are made with real consideration and care rather than throw away fashion items. They stock a wide range of women's, men's and children's fashion items as well as beauty and homewares products, much of which is organic.
Buy it: Karen Cole square neck dress £132, Beyond Skin Myra shoe £136
Find out more: 01258 837 437, www.adili.com



CONSCIOUS ELEGANCE

Eco-fashion is not just limited to simple camis and T-shirts — at Conscious Elegance even ball gowns and wedding dresses are made from organic materials, proving that even in white you can be green. Designer Lori Del Genus has been a seamstress for over 20 years and only uses natural materials derived from eco-sustainable sources, such as hemp, organic cotton and responsibly-grown silk, none of which has been grown with pesticides or herbicides.
Buy it: Lorelai gown £549
Find out more: www.consciouselegance.co.uk



TOP TIP

If you're not sure about a fashion brand's eco-credentials, check out Ethical Pest (www.eti-ten.org/ethicalpest), home to the Ethical Trading Initiative, which gives hints and tips on how to promote ethical fashion