

British Vogue has reported recently firstly of Katherine Hamnett's newly launched bag line, some emblazoned with the slogan – "Clean Up Or Die." The line features "100 per cent organic cotton totes - which are printed with water-based, environmentally-friendly inks designed to fade with wear." The totes "will set you back a mere £35 each and are available now at www.katharinehamnett.co.uk". I've gotta say, these emphatic totes display an assertiveness about the going green issue I've not really seen yet in fashion. I continue to hope this particular concern is a commitment and not just a trend.

British Vogue also reported a couple of days ago of Earth Pledge's FutureFashion catwalk show happening on January 31 in New York. "Stella McCartney, Jil Sander, Burberry, Ralph Lauren, Calvin Klein, Donna Karan, Narciso Rodriguez and Versace are among the designers pushing sustainability to the top of their agendas in 2008, having signed up to take part in a special show to raise awareness of ethical issues in fashion. Each will create a one-of-a-kind design...with the aim of promoting 'renewable, reusable and nonpolluting materials and methods', WWD reports. The high-profile event will take place at New York's Gotham Hall to kick off Fashion Week in the city - and for those who don't make the guestlist, the designer efforts will be displayed in the windows of Barney's on Madison Avenue from February 1." Fitting for Barneys to continue their efforts to educate the fashion crowd, as their holiday windows promoted its reputation as the first retailer to start its own green label. You can read more about the initiative here. For fashion they encourage "using everything, from hemp and bamboo to fibers made from corn and pineapple, to create beautiful, sustainably made garments that prove style and sustainability can coexist."

For an example of what fashion spreads concerned with and committed to featuring eco clothing might look like in the future, here's this gorgeous spread with model of substance Shalom Harlow, from the New York Times T Magazine back in October.

Credits: British Vogue, New York Times T Magazine

<http://modeutopie.blogspot.com/2008/01/eco-year.html>