



# conscious choice

seattle

MARCH 2007 | FREE

## The Green Fashion Issue

Pioneers who started it all  
Designers on the cutting edge  
Eco-chic shopping in Seattle

### We Got You Covered

Insurance coverage  
for holistic treatments

### Conversations

TreeHugger's Simran Sethi on eco-fashion and how to re-envision our world

[seattle.consciouschoice.com](http://seattle.consciouschoice.com)

## Where to get your green on in Seattle

### 8 Limbs Yoga Boutique

Whether it's a Danskin bamboo French terry zip-up or a Shiva Shakti black stretch pant made from modal, an all-natural vegetable fiber, 8 Limbs Yoga Boutique is certainly eco-minded. Also in modal are trendy turquoise leggings by City Lights and new in March, Limbs will carry Blue Canoe organic men's pants, as well as organic women's tanks, tops, and capris. (500 E Pike St. Seattle, WA 98122. 206.325.8221 www.8limbsyoga.com)

### Andaluz

Located in Columbia City, Andaluz features fashion and accessories that stay true to sustainability. Check out their messenger bags created from inner tubes by Alchemy Goods and laptop cases from discarded billboards by Vy & Elle. They have sweaters constructed of recycled Scottish cashmere and skirts sewn from vintage tablecloths by the local label, Violette. (4908 Rainier Ave. S Seattle, WA 98118. 206.760.1900 www.andaluzseattle.com)

### CERTIFIED jeans

Seattle's CERTIFIED jeans are made from 100% organic, transitional cotton grown without chemicals in the USA. Their motto is Wear what you care—organic cotton jeans. As noted on their website, CERTIFIED jeans are not sold in suburban malls, which create "residential and commercial sprawl and are often responsible for loss of wetlands, natural habitat and agricultural land." Instead, find them at: 8821 Renton Ave. S Seattle, WA 98118. 206.286.9685 www.certifiedjean.com)

### Margaret O'Leary

Based out of San Francisco, Margaret O'Leary brings green principles to the lux level. Super soft bamboo cashmere sweaters are funky and flattering. (2025 First Ave. Suite B Seattle WA 98121. 206.441.6691 www.margaretoleary.com)

—Sophie Raider



## Mohop

### One Pair of Shoes to Rule Them All

It all started when Annie Mohaupt had a "light bulb moment" in May 2005. "I saw these shoes in my head," she says. "They were built like skateboards made out of bent plywood. It was like an epiphany." Five months later she had quit her job as an architect and was making shoes fulltime from the basement of her Chicago apartment. With a Finnish birch plywood core and rubber soling made from recycled tires, each pair of Mohop shoes arrives with a varying selection of ribbons, so the wearer can play Imelda Marcos with just one pair. Swap out the ribbon, and tie the shoes in a slightly different way, and Mohops go from casual daywear to fabulously formal. "There's no need to have dozens of shoes any more," enthuses Mohaupt. We loved the vintage ribbons with floral motifs, made from cotton canvas found in Annie's Grandma's basement. "My first idea was to make shoes, period. And then once I started, I realized my natural inclination was to look for eco-friendly materials. I've always been a recycler and a vegetarian and I ride my bike everywhere — so it just made sense." But how comfortable can wooden soles be? Very, apparently. "I walk five miles a day in mine," says Annie. "And no blisters." ([mohop.com](http://mohop.com))

## Undesigned

### Eco-Chic for the Hipster Chick

Going green may feel like the right thing to do, but it's not the easiest — or cheapest — path for a fashion designer. "I just got an email saying the price of organic cotton has gone up by 9 percent," groans Carol Young, who runs her label Undesigned from a studio/boutique in Los Feliz. Nonetheless, working with organic and recycled fabrics is something Young is committed to, mainly because her clients can't get enough of it. "Bamboo and soy fabrics are very, very soft," she explains, "and they drape really well." She's a big fan of bamboo denim — actually a blend of bamboo fibers, organic cotton and lycra colored with a natural indigo dye which softens when washed. Young, who donates all used fabric scraps to local children's art programs, says her customers often aren't even aware that they are purchasing eco-friendly clothes — which to her is a good thing. "It means they are here because of the designs," she says. "People will buy an item and afterwards I'll tell them that it is made from organic cotton, and it's like an added bonus. Everyone wants to be green." ([Undesigned.com](http://Undesigned.com))

