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magazine



Green Issue

HEMP

Ok, quit your smirking, potheads. Once a primary source for textiles and household goods, hemp experienced a drop in usage within the last 40 years as a result of mainstream drug experimentation in the 1960s. Until that point, the industrial uses of hemp were exponential and the U.S. government recognized hemp and marijuana as two distinct strains of *Cannabis sativa*. Uses included textiles, paper, nutrition, cosmetics, paints, plastics and even fuel. In an effort to grasp hold on recreational drug use, in 1970 the government passed the Controlled Substance Act declaring all growth of the *Cannabis* plant illegal no matter what the use thereby depleting the country of one of its most natural, sustainable materials. Today this eco-friendly fiber is slowly experiencing a revival popping up once again in clothing across the globe. Cultivated in Europe and Canada, hemp fabrics are softer, more durable, more insulating and more breathable than cotton. For those of you turning up your noses, think cozy jersey material rather than twine necklaces and dreadlocks. Well-known eco-friendly clothing companies featuring hemp include habitude, Passenger Pigeon, Ecoganik and Ciel, Ltd.

SOY

It's no surprise that with the global adoption of soy, the textile industry would ride the wave, too. Developed in 1999 from the byproducts of soybean crops, soy fibers are being used in undergarments to t-shirts. The material features a smooth silky feel and referred to as "soy silk"; keep in mind, however, that it is a vegan material with no actual silk content used. It is simply marketing to sensual appeal. One of the best perks of soy-based textiles is their cost. Unlike many natural fibers with big-ticket prices, soy is comparable to the price of conventional cotton. Save the money and the environment? It's a no-brainer. Well-known clothing companies featuring soy include Anna Cohen, Nature vs. Future and Xylem.

SEACELL®

SeaCell is a rising up-and-comer in the garment industry. Rooted in Rudolstadt, Germany, the product is a combination of lyocell fibers and seaweed. SeaCell shares the same benefits of lyocell fibers with two additions: youth and well-being. Seaweed fiber within the material promotes the body to generate glucosaminoglycans, which protect skin from free radicals, as well as accelerate the healing process of skin irritations. In theory, wearing garments produced from this hip, new textile can help your skin age smoothly and gracefully. It's like the fountain of youth in your closet! Additionally, like bamboo, SeaCell features antimicrobial characteristics to prevent bacterial growth during perspiration. Though it is still relatively new to the textile scene, well-known clothing companies featuring SeaCell include Linda Loudermilk, Lafuma and Nature vs. Future.

These days, eco is edgy. The bottom line is it has to be. The perk? High design is not slowing down to accommodate the archaic idea that eco is drab. In fact, green fashion is already hitting couture runways all over the world.

Next time you go shopping, pay attention to the labels. You may find it easier to go green than you think.

E-guide to green fashion:

-Visit greenloop.com for the e-tailer's guide to sustainable clothing collections from over 20 different designers.

-Visit kaighnyc.com to shop at the hottest boutique on the Lower East Side carrying strictly eco-friendly fashions.

Valley boutiques carrying eco-friendly clothing lines:

The Rowdy Boutique - rowdyboutique.com
4717 N. 7th Street, Phoenix
602.277.0510

Spoken Boutique - spokenboutique.net
610 E. Roosevelt, Suite 148, Phoenix
602.999.0765

Twig & Twill - twigandtwill.com
6166 N. Scottsdale Rd, Suite 604, Scottsdale
480.922.0052

The Purple Skirt - shoppurpleskirt.com
4647 E. Chandler Blvd, Suite 5, Phoenix
480.785.1811

Roka Boutique - shoproka.com
20118 N. 67th Avenue #304, Glendale
623.537.3500

Mahsa - mahsaboutique.com
7135 E. Camelback, Suite 175, Scottsdale
480.946.1505
15211 N Kierland Blvd, Suite 140, Scottsdale
480.443.0799

Mohop Shoes, created by Annie Mohaupt of Chicago, utilize eco-friendly materials and provide an infinite number of looks. Each shoe is made carefully by hand incorporating recycled tires, Finnish birch plywood and environmentally safe inks and veneers. Consumers purchase the base of the shoes and lace them with any fabric/color of ribbon desired in a number of different lacing patterns. Transform your shoes from day to evening with grosgrain to sheer ribbon! - mohop.com

