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STARS & STRIPES

US COUNTRY FOCUS

The hottest labels to watch from
East Coast to West Coast

ECO WARRIOR

People Tree founder Safia Minney
on 25 years at the forefront of
Fair Trade fashion

MORAL FIBRE

Ethical brands in the spotlight

FARRAH FLOYD

Farrah Floyd unites high-level quality design with sustainability in its clothing line. Using innovative fabrics, the collections are developed and made following a series of zero waste principles. Trained as a fashion and textile designer, and holding a masters degree in Sustainability in Fashion, brand founder Bojana Draca developed a special zero-waste cutting technique by using only rectangular pattern pieces. In 2012 with her master collection, *Heroine_collection*, Draca won a bronze in The Creative Conscience Awards UK and reached the semi-finals of the EcoChic Design Awards in Hong Kong.

The latest collection, *Life is Elsewhere*, combines a subtle use of fabrics and colours, creating a playful look that's aimed at the brand's typical market: free-spirited, self-confident women. Innovative cupro and wool fabrics, organic cotton and viscose combine with prints made in collaboration with textile artist Heiner Radau in this ready-to-wear collection.



MA RA MI

Ma Ra Mi was established by designer Andra Clitan through a desire to create a fusion between traditional Romanian art and fashion and different cultures from all over the world. With exclusive designs using traditional crafts from a range of countries, the goal is for products to be made ecologically and locally, thus creating less pollution, reviving natural dyes and returning to original craft materials such as timber, fur, hide, textile, ceramic and glass. The majority of orders are taken in limited numbers or on commission, which also minimises environmental damage. Hand-woven pina and abaca fabrics made in the Philippines by local people are utilised during manufacture, ensuring skills are used and rewarded with a fair wage. Overall, with a strong focus on the people behind production, the brand maintains and encourages a dialogue between designers and craftspeople.

ABURY

Abury was founded in 2008 by Andrea Bury after a trip to Marrakech to renovate an old house in the Medina. Inspired by the skills of the craftsmen, Bury built the brand around a desire to preserve the dying handicraft tradition and the heritage of the Moroccan people.

The label operates as a fashion platform that brings together traditional artisans with avant-garde designers, typically producing collections that foster intercultural exchange while preserving craft. Offering a range of accessories and bags ranging in size and style, unique designs and contrasting colours are presented in each collection. The brand's upcoming ADEX Winner Accessories Collection – *A Non Existent Tribe* – is the result of an international search for emerging designers. The capsule collection uses traditional craft knowledge from different cultures and features six bags in a mix of leather, straw and alpaca wool. 50 per cent of the collection profits will be reinvested in education projects in Ecuador.

