

HONEST BY

Founded by award-winning, Belgium fashion designer and art director Bruno Pieters, Honest By (right) shares every part of the production process – from yarn origin to manufacturing details – with its customers. It offers pieces for men and women, including jewellery and footwear. Materials used are researched to ensure that they are as environmentally friendly as possible. Organic wool and silk are the only animal products used. The company also has a line of apparel made from recycled wool.
honestby.com



Sustainable style

Designers are embracing more environmentally-friendly practices. But this doesn't mean compromising on luxury, as these fashion brands show. **BY SASHA GONZALES**

DINOSAUR DESIGNS

Australia's Dinosaur Designs specialises in bold fashion accessories (top right) and homeware, handmade from resin – essentially an industrial waste product that would otherwise be disposed of in barrels buried underground. The brand produces a limited number of pieces that are designed to last a lifetime. Machines are not used in the production process, so less energy is consumed. The company's stores run on green energy options like solar-, wind- and hydro-power that do not generate greenhouse gases. It also supports the environment by using sustainable working methods and minimising waste and electricity consumption.
dinosaurdesigns.com.au

VBH LUXURY

Celebrities like Sarah Jessica Parker and Gwyneth Paltrow have been spotted with bags crafted by this Italian luxury accessories house. In 2011, founder-designer Vernon Bruce Hoeksema (a former designer for Valentino) found new vegan-conscious fans with its new "animal-free" collection. The designs are handcrafted from beautiful and luxurious alternatives to exotic animal skins. The stylish and much sought-after VBH Brera – from the brand's original collection – was reworked and handmade by artisans in Florence using quilted black ecopelle, a high-quality, manmade alternative to leather.
Main store: VBH Showroom, Via di San Giacomo 21, Tel: 39 06 3600 6620

ZERO + MARIA CORNEJO

Chilean-born designer Maria Cornejo creates timeless and easy-to-wear pieces (right) made of fabrics that are not just luxurious, but also ecological and sustainable. These include un-dyed alpaca yarns, llama wool, and material rewoven from leftover fabric rolls. Cornejo's dresses, jackets, swimwear and knitwear are also often draped and cut from one piece of fabric, thereby minimising waste. In addition, the designer constantly looks to collaborate with and support female artisans from around the world – like a group of women in Bolivia who hand-knit alpaca garments.
zeromariacornejo.com

