



## Fashion Made Fair: Modern#Innovative#Sustainable

By *Ellen Koehrer, Magdalena Schaffrin*

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**Fashion Made Fair: Modern#Innovative#Sustainable** By Ellen Koehrer, Magdalena Schaffrin

Is green the new black? This beautifully illustrated book pays tribute to contemporary designers whose creations are at once fashionforward as well as sustainable, responsible, and humanely produced. Sustainability is in fashion right now and designers are taking note. With an ever-growing number of environmentally conscious consumers at hand, the fashion industry is responding to demands for products that are both beautiful and resource-efficient. This book showcases the work of today's designers who are doing just that. It features up-and-coming designers and established brands from all over the world, chosen for their ability to manufacture wearable, highly covetable clothing while also contributing to better working conditions, protecting the environment, and applying innovative design techniques or materials. Included in this book are companies that are rediscovering traditional handicrafts, upcycling designers who reuse textile waste, and consumer-oriented approaches that make high fashion a little more cost-effective. From Vivienne Westwood to Patagonia, Umasan to Mud Jeans, this enlightening exploration features designers and brands that cover the spectrum from casual chic to haute couture as well as interviews with fashion experts such as Bruno Pieters, Lily Cole, and Michael Braungart. Filled with images of gorgeous clothing, this book looks at a revolution in the making and points to a fashion future that benefits the people and the planet.

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### **About the Author**

MAGDALENA SCHAFFRIN is a fashion designer and co-founder of Greenshowroom, an eco-friendly luxury fashion fair in Berlin as well as the creative director of Ethical Fashion Show Berlin. ELLEN KOHRER is a reporter, journalist and blogger who writes about the fashion business, design and sustainability. Her work appears in newspapers and magazines in Germany as well as on her blog gruenistdasneueschwarz.de

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