



**Press Release
February 2009**

**estethica at The Exhibition
LONDON FASHION WEEK
20th – 24th February 2009**

The British Fashion Council founded **estethica** three years ago to showcase the growing movement in London of cutting edge designers devoted to working in an eco sustainable way. **estethica**, sponsored by Monsoon, continues to grow in strength and from its first season of 13 designers is now a collection of 37. All **estethica** designers adhere to at least one of the **estethica** principles of fair-trade, organic and recycled and are selected for both their ethical credentials and design excellence. This February founding **estethica** labels Noir and Bllack Noir return to the London Fashion Week catwalk.

estethica sponsor, Monsoon, is a founder member of the Ethical trading Initiative and the importance of fair-trade and ethical fashion has been integral to its business heritage. It is proud to share its ethical journey with the young designers who represent the future of eco fashion.

This season sees nine new labels joining the **estethica** exhibition including:-

- Butcher Couture, whose range of sunglasses is exclusively made in France, using only organic vegetable tan leather and hand finished with Oeko-Tex certified threads. The philosophy behind the leather eyewear range is 'high fashion, high standard with low impact to the environment'.
- Eloise Grey, who has found the inspiration for her first **estethica** collection in the fine tailoring of the 1930s and 1940s and the work of writers such as Evelyn Waugh and Antonia White. Her aim is to make fine clothing that embodies stewardship of the land and respect for the garment makers.

More/ ...

- MIA, is a collection of clothing, from designer Mia Nisbet, that fuses recycled fabrics with traditional Malawian textiles to produce a collection that combines the richness of African textiles with Western styling.
- Raeburn Designs. Christopher Raeburn state his garments are all 'Remade in England and produced in East London'. His trademark is the use of fabrics sourced from de-commissioned European military stock.
- Reet Aus, founded her own name label in 2005 with the ethos 'slow fashion, beautiful clothes'. Her latest collection is made from recycled jeans – which as the worlds most popular fashion garment makes up a large percentage of waste.

estethica is a British Fashion Council initiative co-curated by the British Fashion Council and Orsola de Castro and Filippo Ricci founders of From Somewhere.

Chief Executive of the British Fashion Council, Hilary Riva, commented “**estethica** was established to show the amazing creativity and diversity of designers working in ethical fashion. Three years on, the number of cutting edge designers working in this way is increasing and **estethica** continues to promote their work to media and buyers interested in this growing sector of the industry.”

Orsola de Castro said “**estethica** is high end fashion without compromise. It is a celebration of the talents and commitments that are pioneering a new definition of luxury; a new concept, a new alternative, a new idea and a new breed of emerging labels that are inventing a new language that brings pride with purchase.”

The **estethica** magazine, produced in association with Marie Claire for the first time, will be a guide to February 09’s exhibitors. It will be distributed at London Fashion Week’s Exhibition and selected Monsoon stores throughout Greater London.

estethica is located in The Exhibition at LFW in the grounds of the Natural History Museum, London SW7 and will open for preview on Friday 20th February at 1.00pm and then from 10.00am – 6.00pm on 21st – 24th February. Pre-registration and fast-track entrance to the exhibition is available on www.londonfashionweek.co.uk. On-site



registration is available to buyers and fashion media with photographic and relevant business card.

LIST OF **estethica** DESIGNERS FEBRUARY 2009

Ada Zanditon
Anatomy
Antonello
Article 23
Beyond Skin
Butcher Couture Eyewear
Conscious Design Collective
Ciel
Del Fonte Denim
Element 23
Elena Garcia
Eloise Grey
Enamore
Environmental Justice Foundation
Ethical Fashion Forum
Fifi Bijoux
From Somewhere
Good One
House of Tammam
Ivana Basilotta
Izzy Lane
Makepiece
Mark Liu
Mia
Minna
Mudra
Nahui Ollin
Nina Dolcetti
Numanu
Oxfam
People Tree
Pibiones
Prophetik
Raeburn Design
Reet Aus
Samant Chauhan
Stewart Brown
Veja
- Ends -

For more information regarding London Fashion Week please contact:
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Notes to Editor

1. Estethica is a BFC initiative and is now in its sixth season.
2. London Fashion Week is organised by the British Fashion Council.
3. The British Fashion Council is a not for profit limited company set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
4. This London Fashion Week runs from Friday 20th – Wednesday 25th February 2009. The Exhibition at London Fashion Week runs from Saturday 21st – Tuesday 24th February 2009 and is open from 10am until 6pm. London Fashion Week is located in the grounds of the Natural History Museum. For more information on the event visit www.londonfashionweek.co.uk
5. The British Fashion Council is celebrating 25 Years of British Fashion throughout 2009. This encompasses 25 years of the British Fashion Council, 25 years of organising London Fashion Week and 25 years of British Fashion Awards.
6. Monsoon has sponsored **estethica** for four consecutive seasons.