

Green is the new black

With big fashion labels creating stylish products from recycled or renewable materials, friends of the earth are looking smarter than ever.

BY CARLA AVOLIO

TOPSHOP

The British high-street brand is no stranger to green fashion, having collaborated with eco-friendly label Reclaim to Wear on several collections of stylish basics stitched from surplus fabric from past collections and production off-cuts. This summer's Reclaim collection has a '90s aesthetic, with zippered mini skirts and pops of leopard prints.

topshop.com

We love: The well-tailored Moto denim pinafore dress is created from leftover cotton blend fabric, and perfect for a stroll on a boardwalk. And it's hard to go wrong with side pockets.

STELLA MCCARTNEY

A lifelong vegetarian, the British designer is a vocal proponent of animal- and eco-friendly fashion. Her portfolio glows with green style, including a sustainable eyewear collection made from renewable raw materials like castor oil seeds, and a lingerie line that harnesses recycled metal and organic cotton. All of her brand's stores and offices, plus some of its factories run on renewable energy.

stellamccartney.com

We love: From McCartney's Winter 2015 collection, the spacious Noma Bucket Bag (now available for pre-order; above right) is made of a leather substitute with a coating of renewable vegetable oil.



SEE HOW INDIE FASHION LABELS HAVE ALSO GONE GREEN ON SILVERKRIS.COM

H&M

The Swedish fast fashion behemoth is rapidly going sustainable. Some of its clothing is created from recycled materials like wool, plastic, cotton and polyester, while renewable energy powers its stores worldwide. Fair wages are also paid to workers in factories producing its clothes. Going another step further, the label collects customers' unwanted clothes and upcycles them into cool, affordable threads sold at selected H&M stores.

hm.com

We love: The hand-printed Bopoto Dress (left), from the Conscious Exclusive 2015 collection, is partly made of linen that comes from organically grown flax plants.



POPPING THE CORK

Created in honour of basketball superstar LeBron James, Nike's limited edition LeBron X sneakers are made using cork. The material comes from the regenerative bark of the cork oak tree, which is harvested every nine years.

G-STAR RAW

In 2014, the Dutch fashion brand known for its edgy jeans partnered with singer Pharrell Williams to create the world's first denim made from recycling plastic waste collected from the ocean. Since then, they have helped to reuse over two million plastic containers recovered from ocean coastlines – that could otherwise kill sea creatures who ingest them – by shredding the plastic into fibre and spinning it with cotton into yarn. The cool octopus mascot features on clothes from hats to t-shirts (above) to jeans (left).

rawfortheoceans.g-star.com

We love: Raw for the Oceans' city-smart outerwear includes a classic bomber, a men's peacoat and a women's boyfriend jacket.