

# Sublime

AN INDEPENDENT PUBLICATION  
FOR REAL AND WISE  
SUSTAINABILITY

THE FIRST INTERNATIONAL  
SUSTAINABLE LIFESTYLE MAGAZINE  
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FOR  
CREATIVE  
THINKERS AND  
INSPIRING  
MINDS

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considered couture

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**ENERGY REPORT**  
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# CHIC ÉTHIQUE

By Samantha Davis

THIS OCTOBER, THE ETHICAL FASHION SHOW STOPS IN PARIS FOR FOUR DAYS OF SHOWROOMS, CATWALKS AND CONFERENCES CELEBRATING AND PROMOTING SUSTAINABLE FASHION. INVOLVED IN THE SHOW ARE 100 DESIGNERS FROM AROUND THE WORLD, CHOSEN BY FOUNDER ISABELLE QUÉHÉ AND HER TEAM BOTH FOR THEIR CUTTING EDGE DESIGNS AND AN ADHERENCE TO THE SHOW'S PRINCIPLES: RESPECTING MANKIND, THE ENVIRONMENT AND THE SKILLS INHERENT TO EACH CULTURE. FROM READY-TO-WEAR AND STREETWEAR, TO JEWELLERY, KIDSWEAR AND ACCESSORIES, THE ETHICAL FASHION SHOW HAS BECOME ONE OF THE MOST POPULAR ALTERNATIVE TRADE SHOWS, ATTRACTING MORE THAN 6,000 VISITORS EACH YEAR. HERE ARE A FEW OF *SUBLIME'S* FAVOURITES

## BIBICO

This season 'fashionably fair' label Bibico have created a mix of easy-wearing tunic dresses, stripy print Ts, paper-bag skirts and throwover knits that evoke that 'just rolled out of bed' casual, yet stylish appeal. Accessorise with tousled locks, opaque leggings and oversized bags to stay on the tidier side of this season's grunge look.

[bibico.co.uk](http://bibico.co.uk)



## CRUSELITA

Meaning 'Little Cross' in Spanish, founders Emeric and Karine have combined their skills and ideas to produce jewellery and accessory brand Cruselita. For five years Cruselita has been working with local craftspeople in Madagascar and Nigeria to create collections of unique, limited-edition hand-made pieces created from natural or recycled materials. Cruselita's new collection exudes a colourful, quirky sense of style synonymous with the brand such as the Fish Pendant, which would make an interesting addition to any outfit.

[cruselita-shop.com](http://cruselita-shop.com)



## LA TONKINOISE

From vintage watch faces and rediscovered charms to lost dice and precious stones, La Tonkinoise by Chantal Canape-Manoukian is the closest allegorical depiction of an Alice In Wonderland adventure you could ever find. Mixing flea-market finds and pre-owned trinkets in primarily brassy hues, Canape has created a whole collection of ultra-feminine, whimsical jewellery from, well, jewellery. A single pendant may combine anything from an old ring and a bracelet charm to an odd earring, an antique jewel or even a bunch of pre-existing pendants, all dangling off one oversized chain.

[latonkinoiseaparis.com](http://latonkinoiseaparis.com)



## NU

Created in 2007 by French designers Max Guillon and Jean-Philippe Pete, Nu jeans are 100% organic cotton, and are designed to go 'beyond fashion', targeting young and stylish consumers concerned with the social and environmental impact of the products they buy. Available for both men and women in a selection of three types of denim and three styles respectively, Nu's competitive prices mean you can grab yourself a new pair of top-quality, timeless jeans at the same price as conventional brands but with the guarantee these will be 'worn to death'.

[le-jeans-nu.com](http://le-jeans-nu.com)



## VAN MARKOVIEC

Dutch label Van Markoviec's AW/09 collection features bold, geometric cuts in soft hues of grey, cream and white, highlighted with splashes of midnight to cobalt blue. From jumpsuits and overalls, to wide-leg culottes, striped drape dresses and tailored jackets, Van Markoviec is the sophisticated, yet fashion-forward answer to the sustainable clothing market. Created in 2005 by designer Kasia Markowska and environmental scientist Zuzia Andziak the brand is inspired by the Slow fashion movement and aims to combine a sense of environmental and social responsibility with the production of a successful, high-end fashion label.

[vanmarkoviec.com](http://vanmarkoviec.com)



## SUBLIME TALKS TO ISABELLE QUÉHÉ, FOUNDER AND CURATOR OF PARIS ETHICAL FASHION SHOW

### HOW AND WHY DID THE ETHICAL FASHION SHOW BEGIN?

I was putting on a series of exhibitions, concerts and DJ shows over the course of seven years with Universal Love (which now organise the Ethical Fashion Show) and The Free Market, when I met with international designers Oumou Sy and Bibi Russel. We began to talk about what we could do in Paris to help ethical designers from around the world find buyers and become better known within Europe, which is the biggest consumer of fashion in the world. They suggested that fashion could become a real vector development for these designers, enabling them to develop ethical production methods in their own countries, which in turn would bring in work and help to develop local economies. It was then that I decided to get together all the designers who had the same vision of fashion: that respects human, environmental and traditional skills, that makes a difference and that enriches each culture and thus, the Ethical Fashion Show was born.

### WHY DO YOU CHOOSE TO TAKE THE ETHICAL FASHION SHOW TO PARIS, RIO AND MILAN PARTICULARLY?

We are showing in Rio this year because it is the 'Year of France' in Brazil, and also because the Latin American designers usually present only summer collections, so we want to move with the seasons in order for local designers to show nearer their home countries. We are planning to show in Milan this March as it is also a prominent fashion capital with many buyers and good possibilities to bring in business for our designers. Other plans involve an exhibition in New York this September and a future project in Barcelona.

### WHAT DO YOU THINK SETS THE ETHICAL FASHION SHOW APART FROM SIMILAR ORGANISATIONS?

We prefer to be independent and to be the only show dedicated to ethical fashion with a large range of young designers. Today many organisations

are creating their 'green platform' but we are trying to be more than just environmental – we want to help designers from non-Western countries to have a presence in Paris in order to promote, find buyers and be recognised in the business. We also hope that by supporting such designers we can keep alive culture-specific skills and techniques that otherwise may be lost. France, for example, used to have a lot of know-how but in the 80s advancements in the textile industry made everything faster and less expensive, which unfortunately meant we lost a lot of our beautiful, traditional skills.

### WHAT DO YOU THINK IS THE MOST IMPORTANT FACTOR TO ENSURE THE GROWTH AND SUCCESS OF ETHICAL FASHION WITHIN THE INDUSTRY?

First, to be fashionable and to meet the aesthetic standards of other high-fashion brands and second, we need institutions to produce reports supporting ethical standards, for consumers to understand. There are too many labels now in France that claim to be organic, fair trade or ethical and consumers are lost. I think that ethical fashion needs to be like a model of innovation for practices, materials and forms.

### WHAT ARE THE CRITERIA FOR THE SELECTION OF DESIGNERS/BRANDS TO BE INCLUDED IN THE SHOW?

They have to satisfy us on three principal points: socially, environmentally and on culture-specific skills. We choose the designers not only with the most interesting views on these points but also on the style of their designs because to progress in ethical fashion, the product must be desirable to the consumer.

### WHAT'S NEXT FOR THE ETHICAL FASHION SHOW?

This year's show will be an opportunity to take stock and hold a major forum with designers in order to understand the reality of ethical fashion production today, which in turn will enable us to draft a new, progressive manifesto.

[ethicalfashionshow.com](http://ethicalfashionshow.com)