



Jeans for greens

Suitable for all ages, body shapes and dress codes and both sexes, denim has never lost its fashion 'it' factor. Trendy, Istanbul-based denim brand **Mavi** has now introduced a fashionable range of organic cotton jeans. The well-cut denim eco-range is available in one men's and two women's styles, all priced at \$159. Shown above (4) is the 'Lindy' style for women. In 2004 the Mavi factory won the Environmentalists of the Year Award from a Turkish magazine. While it's great to opt for an organically grown cotton jean, don't forget to factor in the environmental impact of shipping these from Turkey. For stockist details, call (02) 9699 2118.

Classic organic

Established Australian women's fashion label **Gorman** has just launched an impressive range of organic clothing and lifestyle pieces, including this organic cotton hoodie, \$119 (5) and bamboo V-neck tee, \$59 (7). Soft to touch and beautifully cut, the range includes mix-and-match black, white and grey pieces as well as look-at-me blues and yellows. Owner and designer, Lisa Gorman, who has been eating organic food and living a green lifestyle for years, jumped at the chance to produce a range of eco-friendly clothing using bamboo and organic cotton when these fabrics became more readily available. By creating good quality, fashionable pieces, Lisa hopes to increase customer demand, and in turn, the supply of organic fabrics, which will ultimately help protect the environment. For stockist details, call (03) 9529 3410 or visit www.gorman.ws.

Bamboolicious

Move over organic cotton, there's a new kid on the eco-clothing block. Given the somewhat prolific nature of bamboo, I wasn't surprised that it would make a sustainable textile choice, what I didn't know was that the net-like root system protects against soil erosion. A plantation of bamboo releases 35 per cent more oxygen than an equivalent forest of trees; and it's self-renewing, sending up new shoots once harvested, without the need for chemical pesticides or fertilisers. All this is great news for the environment, but what does the fabric feel like? With its rounded fibres it's as soft as the softest cotton or cashmere, low-irritant against the skin, drapes beautifully and is durable. Check out the great range of casual and maternity wear, including The Essential Pant, \$89.95 (8) by **Bamboo Body**. The range has been consciously designed to be trans-seasonal, thereby helping dispel the concept of clothing as disposable. For stockist details, call 0401 616 929 or visit, www.bamboobody.com.au