

Organic By Design

2009

sponsorship
for students of fashion design

**up to £350
sponsorship**

Who

Students of fashion design (BA, MA) in their final year, and required to create a collection in spring term 2009.

Why

To encourage and support students to showcase the creative potential of organic cotton, and promote sustainable and ethical fashion.

Organic cotton must be a major component of the whole fashion statement

How

Download application form and guidelines at:

www.pan-uk.org/fashion

When

Submit the short application form and a design concept brief before:

17th April 2009

Organic by Design in 2008

UK fashion graduates embrace eco-fashion

London, 3 July 2008 – Graduate fashion week is the time when the fashion designers of tomorrow reveal their talent to the world. This year, many of them are also revealing their vision for a more ethical and sustainable future for the fashion industry.

Nine graduates, selected among many applicants for their outstanding creative skills and their innovative approach to sustainable fashion, are all recipients of a grant from the charity Pesticide Action Network UK. The *Organic by Design* winners represent seven different fashion colleges across England, Scotland and Wales.

These designers demonstrate the creative potential of eco and ethical fashion, centred around the use of organic cotton in their final year collections. Right from the start of their careers, they show that ethics and sustainability can be fashionable. These nine designers have learned how fashion can reinvent itself as an ethical and environmentally responsible industry.

They have seen for example how traditional weaving allows Indian farming communities to add value to their organic cotton fibres; how wedding gowns can be reused and combined with luxurious organic cotton fabrics; how CO₂ emissions are minimized through local manufacturing; and how vegetable tanned leathers can be used, along with hemp and organic cotton fabrics, to create a range of handbags which combine great fashion forward aesthetics with individuality, functionality, and ethical values.



Already, *Organic by Design*'s recipients are grabbing the media's attention. First prize Ingrid Haas, who studies knitwear at Central Saint Martins, is being

singled out as a *name to watch* by fashion editors from the Independent, Marie Claire, and Vogue.





2008 Organic by Design recipients traveled to Paris in October 2008, and participated to the **Ethical Fashion Show Paris**© with their own catwalk at Le Louvre.

For more information: Pesticide Action Network UK | +44 (0) 20 7065 0905 | [www..WearOrganic.org](http://www.WearOrganic.org)
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