

外灘的新時光
THE BUND IN
SHANGHAI SHINES

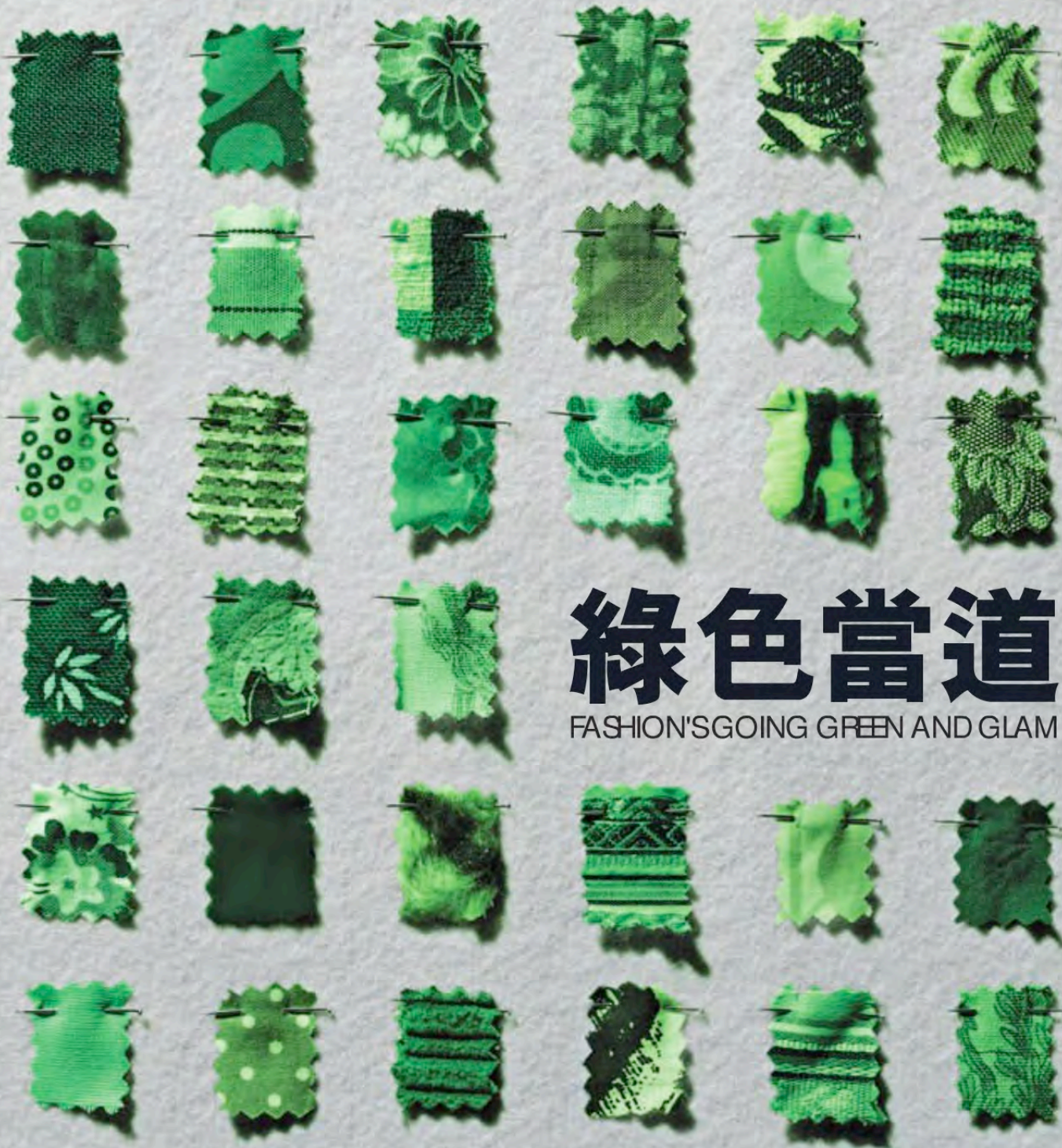
積極單飛後
THERESA FU SINGS SOLO

杜拜夜晚好去處
DUBAI'S
DESIGNER CLUBS

TURBOJET

HORIZON

飛航天地



綠色當道

FASHION'S GOING GREEN AND GLAM

MARCH '11

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GREEN IS THE NEW BLACK

捨棄麻布裙和民族風首飾吧！愛護環境的時尚達人已將香港環保時尚，帶到既新潮又華麗的境界。 Forget unflattering hemp skirts and kitschy ethnic jewellery; eco fashion is evolving into something way cooler as a wave of environmentally conscious style pioneers steer green design into more glamorous territory in Hong Kong. **Text** Helen Dalley **Photography** Raymond Lee





設計一定要亮眼...
可持續時尚也一定要夠潮！
**Glamorous design is
important...sustainable
fashion has to be
smoking hot!**

「良心時尚」的國際意念最先在1970年代興起，那時環保人士用紮染布料及粗麻布物料製衣，雖然符合不用人造物質的概念，但它們永遠不會出現在紐約、倫敦或巴黎的天橋上。

由於棉花是使用最多殺蟲劑的農作物，針對棉花所造成的健康與環保問題日趨受關注，而1990年代時裝品牌剝削勞工的新聞曝光後，環保時尚就愈來愈受歡迎。英國設計師Stella McCartney更成為可持續時裝的最佳代言人，她放棄皮革及皮毛，轉而採用循環再造物料及無傷害性的漂染，其2011春夏系列，持續永恆高貴華麗，性感的蕾絲裙及寬鬆的鬱金香裙都是必買單品。

亞洲慈善團體也全力推動綠色時尚，Redress就舉辦了可持續時裝展及香港首個環保時裝比賽——「衣酷適再生時尚設計」。但Redress行政總裁Christina Dean認為亞洲環保時尚要像西方一樣盛行，仍要花很多功夫。「有些設計師只是追隨熱潮，並不真正了解環保時尚。」她說。

Redress也成立設計學院，通過工作坊和環保時裝課程來吸引大眾注意；它還計劃在下次時裝展中用布廢料建一座2.5公噸的山，之後把所有服裝捐給設計師、慈善團體或本地回收計劃。

Dean認為現在的環保時尚比以往更華麗氣派，而衣酷適的時裝展亦可見到香港名設計師鄭兆良及何志恩的性感設計，以及Diane Von Furstenberg及Nathan Jenden等國際品牌。她說：「環保時尚要與時並進，設計要亮眼，也要具持續性，環保時尚也要多下工夫，一定要夠潮。」

香港知名針織衣物設計師何志恩是「衣酷適再生時尚設計」的主評判。她說，亞洲人仍抗拒舊衣。「我在英國讀書時，人人都愛到Camden及Covent Garden買舊衣，但我媽媽知道我穿二手衣服時很不高興，因為她認為不吉利。她說可能有人死時穿過！」為解決亞洲人抗拒舊衣的問題，何志恩將再造物料加入新織的毛衣或套衫，把它們變成獨一無二的單品。鄭兆良等設計師更會將整件舊衣改造成新品。

另外，香港也出了不少環保首飾品牌。Diaz Jewelry就採用非衝突寶石及再造金屬設計首飾，其創辦人之一Salina Khan Fuchigami說：「我們希望藉由我們的產品提高公眾意識，積極支持可持續發展時尚。時裝界對可持續發展愈來愈感興趣，我們的首飾市場也跟著成長。現在有更多零售商向我們取貨，因

ETHICAL FASHION FIRST ENTERED

global style consciousness back in the 1970s, when rugged tie-dyed garments and hessian and hemp-based fabrics were championed by earthy types who felt a responsibility to save the planet. While these designs were sincere in their intentions by rejecting synthetic materials for sustainable fabrics, they frequently lacked style and were never going to cut it on the runways of New York, London and Paris.

Yet as health and environmental concerns over cotton grew – it uses more pesticides than any other crop – and exposés of leading fashion brands using sweat-shop labour hit the headlines during the 1990s, eco-friendly threads became increasingly desirable. Sustainable style later found its poster girl in Brit designer Stella McCartney, who shuns leather and fur in favour of recycled fabrics and low-impact dyes. Endlessly glamorous and chic, her 2011 spring/summer collection features must-have items such as sexy lace shorts and voluminous tulip-shaped skirts.

Green fashion is also gaining momentum in Asia thanks to the efforts of charities like Redress, which is driving environmental and social change in the industry via sustainable fashion shows and the announcement of Hong Kong's first sustainable fashion competition, the EcoChic Design Award. However, Redress CEO Christina Dean acknowledges there's much work to be done before eco fashion becomes as established in Asia as in the West. "Unquestionably, there's a growing interest, but some of it is being triggered by designers keen to ride the eco wave without really understanding it. We don't mind that though, just so long as people are getting involved," she says.

In addition to its shows and competition, Redress also hopes to raise awareness around sustainable fashion by launching a design academy and conducting seminars and courses on eco fashion, which it hopes to roll out across Asia in the long term. The charity is also planning to build a 2.5-tonne mountain out of textile waste at its next fashion show and donate the clothes to designers, charities and local recycling projects. Dean insists that eco fashion is much more glamorous than it used to be, and EcoChic's shows have featured slinky pieces from top Hong Kong designers such as Barney Cheng and Johanna Ho, as well as global names

such as Diane Von Furstenberg and Nathan Jenden. "Things have moved on for eco fashion, and I think now it's important that designs are glamorous as well as sustainable. But sustainable fashion has to do better, and always be smoking hot!" she believes.

Hong Kong knitwear designer and champion of eco-friendly yarn Johanna Ho, who is the chief judge at the EcoChic design awards, says one of the biggest challenges facing sustainable fashion in Asia is its aversion to vintage. "I went to school in England, where everyone loves to shop at Camden and Covent Garden for old clothes, but my mum was livid when she found out I'd bought second-hand garments, as it's perceived to be unlucky. She said to me, 'Someone could have died in that!'" Ho tackles Asia's reluctance to wear vintage by inserting pieces of recycled fabric into freshly knitted cardigans or jumpers to create one-off pieces, while contemporaries like Barney Cheng take old samples and rework them into new items.

In addition to eco-conscious designers, Hong Kong is also home to sustainable accessory brands like Diaz Jewelry, which uses conflict-free gems and recycled metals in its designs. Co-founder Salina Khan Fuchigami, says: "We consider ourselves a sustainable fashion company that makes jewellery, and our business a vehicle to raise awareness and inspire sustainability. There's been increasing interest in sustainability in the industry, which has definitely been an attribute to the increased demand for our jewellery. We're finding more retailers are interested in stocking our products as consumers' demands shift to more ethical or sustainable products and gifts, and we experienced a sales increase of around 15 per cent over 2010."

Khan adds that her husband, Sol, is currently working on a new line of luxury resort jewellery featuring bamboo and Japanese lacquer, as well as additions to its RE series of "upcycled" sterling silver rings and pendants. "We're exploring using natural rocks and crystals that are sourced in an environmentally friendly way, and some of the rocks and quartz crystals for the series were hand-picked while hiking around Hong Kong and its outlying islands," she adds.

Another Hong Kong-based fashion accessory brand proud to recycle is Chako Tokyo, which creates glamorous clutches from unwanted kimonos and obis. Founder Kazumi

為顧客開始傾向於購買良心產品及可持續產品，2010年我們的銷售額就增加了15%。」

Khan說她的丈夫Sol正籌備推出以竹和日本漆為物料的豪華首飾系列，並為其RE系列增加「超循環」純銀戒指及鍊墜。「我們嘗試以環保方式搜集天然石及水晶，系列中有不少天然石及水晶是我們在香港澳島行山時拾的。」

以環保出名的另一批港時尚飾品品牌是Chako Tokyo，擅長把被棄置的和服及腰帶製作成羊窩的小手提包。創辦人Kazumi Lomri說：「大部分和服及腰帶長年被放在衣櫃中不見天日，我覺得十分可惜。部分原因是和服現在只有在特別日子才會用到，而大部分日本女性就算有和服，也不懂得怎樣穿。」

我和母親覺得我們可以將傳統和服及腰帶改成時

尚的手提袋，讓現代女性也可以欣賞它們。」

上年該品牌的銷售額增加了45%，零售批發亦成長一倍。除了香港外，英國及歐洲也可以購買到其產品。Lomri滿懷信心地說：「我們計劃於今年推出一個新系列，目標是將我們的產品銷售全世界。」

雖然香港時尚人士愈來愈接受環保時尚，但大眾認知依然有限，因為大型品牌及生產商才剛開始跟進。Redress的Dean承認：「生產可持續時裝面對許多複雜問題，這不只是選

整個工業都要面對的問題。」不過，好消息是大型品牌已開始接受「負責任的奢華行為」概念。Khan Fuchigami指出：「由於西方環保時尚市場不斷壯大，一些豪華品牌在採購物料、生產及設計過程中，日漸重視製造可持續替代品，甚至在創意、設計、風格、質地與價值方面都超越了傳統豪華產品。」

她補充說：「當世界頂級豪華品牌集團路易威登選擇與搖滾巨星Bono及其妻子Ali Hewson所創立的環保良心時尚品牌Edun合作時，顯示社會的環保意識正日漸提高，而消費者亦開始轉向支持環保時尚。由於西方潮流主導了亞洲時尚對奢華、品牌、質地的追求，我希望這能對香港及全亞洲發揮正面的積極效應。」



Lomri – whose handbag of the moment is made out of vintage leather jackets – says: “Most kimonos and obis sit in people’s armoires for years without seeing daylight, which I find really unfortunate. This is partly due to today’s society, where kimonos and obis are only worn for special occasions. The majority of Japanese women nowadays do not know how to wear a kimono, even if they own one. My mother and I thought we could modernise the traditional function of kimonos and obis by repurposing them as handbags, so modern women can appreciate them.”

Last year was an extraordinary year for the brand, as it enjoyed a sales increase of 45% and doubled its point of sale, with bags now available

to purchase in America and Europe in addition to Hong Kong. “We plan a new line later this year and will be focusing on expanding our stockists throughout the world,” says the ambitious Lomri.

While Hong Kong fashionistas are certainly more receptive to sustainable fashion, awareness remains on a modest scale for the moment as big brands and manufacturers gradually pick up on the trend. “Making fashion more sustainable is complicated and the way forward is not entirely clear, not just for Asia but the whole industry,” admits Redress’s Dean. However, there is hope that the big players are beginning to embrace responsible luxury. Khan Fuchigami points out: “Thanks to the growing market for eco-fashion goods in the West, advances in sourcing,

production and design have led to brands creating sustainable alternatives equal to, if not surpassing, the creativity, designs, styles, quality and value of conventional luxury fashion products.”

She adds: “When Louis Vuitton, Moët Hennessy, the world’s leading luxury product group, takes a stake in Edun, the ecological and ethical fashion brand created by rock star Bono and his wife Ali Hewson, it’s clear there’s a growing level of awareness and a shift in consumer demand for eco fashion. Hopefully, this will help to improve attitudes in Hong Kong and the rest of Asia, where fashion is heavily influenced by the West and largely associated with luxury, quality and brand value.”