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Earth-Friendly Fashion Show

If you needed an excuse to party last week and you happened to be in Palo Alto, Calif., you could have ended up at a schmoozefest fit for environmental activists, materials scientists, and the Cosmopolitan crowd.

For their part in the nationwide Earth Day celebration on April 22, students at Stanford University eschewed seedlings and put on their high heels.

Coordinated by **Students for Sustainable Stanford**, the school hosted its first-ever **SUSTAINABLE FASHION SHOW**. The objective, head coordinator Darienne Tuner said in a statement, was "to raise awareness and promote eco-friendly, alternative fashion." The catwalk featured 20 environmentally friendly clothing lines including Covet, Doie, and Pi Organic, as well as five student designers.

So what exactly does it take to label a brand "sustainable?" According to Mira Fannin, owner of Sweet Skins, one of the clothing lines featured at the Stanford show, it all comes down to what fibers are used in the product.

"The fabric is a really important part of it," Fannin says. "Cotton has a highly toxic process for growing."

Fannin likes to use organic blends in her clothing: 55% hemp and 45% organic cotton. "I love hemp," she says. "I think it's one of the best, most sustainable fibers because it doesn't need pesticides and grows like crazy."

She also uses low-impact dyes and wool from certified organic farms. Fannin supports her local commerce, too. All Sweet Skins clothing is made by a handful of women in her hometown of Eugene, Ore., in a privately owned sew shop. "It helps keep our carbon footprint down," she says.

For more information on how to make your wardrobe Earth-friendly, check out the designers featured at sustainablefashionshow.com.



Sweet Skins

SUSTAINABLE CLOTHING: A dress from the Sweet Skins line.

Faith Hayden wrote this week's column. Please send comments and suggestions to newscredits@acs.org.