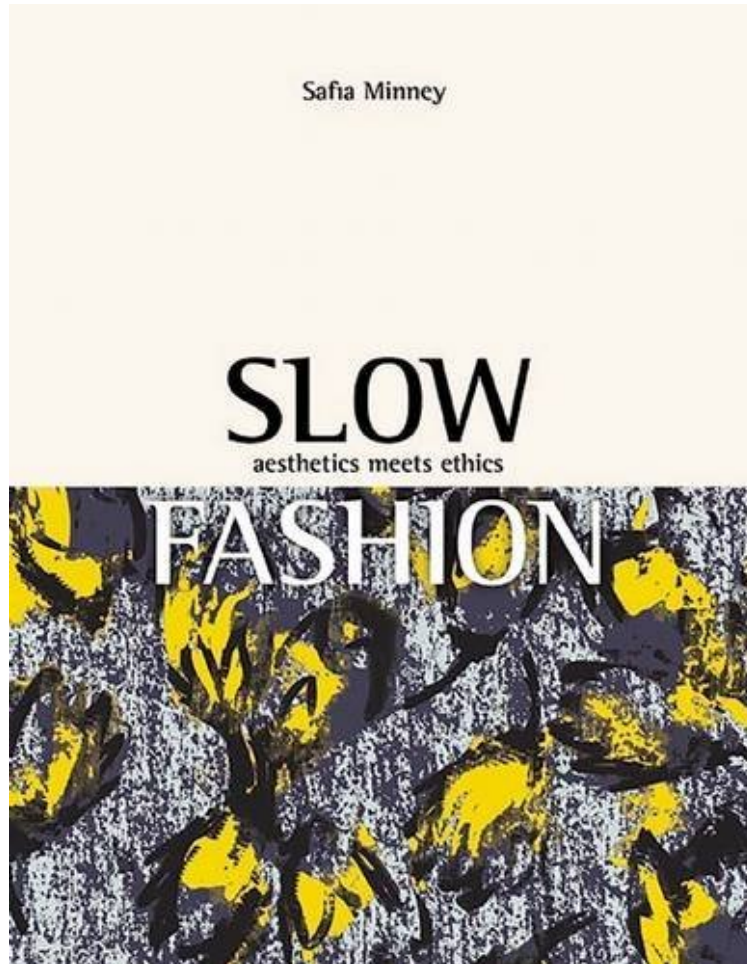


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Slow Fashion: Aesthetics Meets Ethics

Safia Minney

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Safia Minney : Slow Fashion: Aesthetics Meets Ethics before purchasing it in order to gage whether or not it would be worth my time, and all praised Slow Fashion: Aesthetics Meets Ethics:

Slow Fashion offers creatives, entrepreneurs, and ethical consumers alike a glimpse into the innovative world of the eco-concept store movement, sustainable design, and business that puts people, livelihoods, and sustainability central to everything they do. Safia Minney argues that the future of brick and mortar retail is in the best in fair trade, sustainability, and organic products, together with vintage and second hand goods and local produce. Restorative economics, the well-being of our planet, and our bodies and minds can be inspired by this growing sector, one that is shaping big business. This book curates pioneering people and projects that will inspire you to be part of the change. International names include Livia Firth, Zandra Rhodes, and Lily Cole. American change-makers include Andrew Morgan, filmmaker (The True Cost, a ground-breaking documentary that asks us each to consider who pays the price

for our clothing), and Dana Geffner (Fair World Project). With full color photography and elegant design, *Slow Fashion* profiles the people bringing the alternatives to the mainstream: designers, labels, and eco-concept stores across the world; fair trade producers; campaigns that are re-designing the fashion economy; and the fibers and fabrics which are making a difference. Safia Minney is founder and CEO of fair trade and sustainable fashion label People Tree. She has turned a lifelong interest in environment, trade, and social justice issues into an award-winning social business. She is widely regarded as a leader in the Fair Trade movement and has been awarded Outstanding Social Entrepreneur by the World Economic Forum.

'[In *Slow Fashion*] Safia unravels what's behind each of those products we buy on a whim.' - Romy Fraser, Founder of Neal's Yard Remedies Trill Farm. 'What an amazing book...Safia understands that cotton comes from the people on farms... The people who started it. It takes horrendous tragedies to get people to pay attention to what happens to the people supplying our clothes.' - Peter Melchett, Policy Director, Soil Association. 'I really recommend reading *Slow Fashion*'. Safia has been fearless in shining the spotlight on what is unacceptable business practice in the fashion industry. She holds up a mirror to unfair trade and shows us that fashion can be fair, ethical and equitable. Few people are able to go the extra mile and put their principals out there like Safia can and *Slow Fashion* is a testament to that. '*Slow Fashion*' is such a rich book, like a delicious plate of slow food!' - John Hilary, Director, War on Want. '*Slow Fashion*' is definitely a great read and watch, there are films to inspire us, and help us to act. At a political level public pressure is helping to create policy and enforce standard in the garment supply chain - we need to keep up that energy.' - Jean Lambert, MEP. 'Safia brings a radical compassion and a humanitarian approach to everything she does. I've had the privilege to work with her for 15 years. She has a remarkably clear eye and focus on turning a mission into ethical business with such dedication. *Slow Fashion*, her new book, is partly manifesto and partly how to - it's a must read for all!' - Mike Gidney, CEO, Fairtrade Foundation. '*Slow Fashion*' reflects Safia's expertise, intimate and intuitive knowledge of supply chains and her supplies through Fair Trade and her 25 year history of campaigning for ethical business. '*Slow Fashion*' brings you the future of the fashion industry.' - Lucy Siegle, Journalist and Social Justice Advocate. About the Author Safia Minney: Safia Minney is founder and CEO of Fair Trade and sustainable fashion label People Tree. Safia has turned a lifelong interest in environment, trade and social justice issues into an award winning social business. Safia is widely regarded as a leader in the Fair Trade movement and has been awarded outstanding social entrepreneur by the World Economic Forum and an MBE for her work in Fair Trade and the fashion industry.