



JIGSAW

When quizzed, many of our chain stores weren't able to provide evidence of a green philosophy, so it's good to see at least one is doing something.

In Jigsaw stores now is a chic jewellery collection produced by Kenyan artisans, which supports fair trade practices and is made from sustainable materials. jigsaw-aust.com.au.

DIESEL

Even your trusty denim jeans have been caught up in the sustainability act. Armani was the first to create an eco-friendly jean and now Diesel has produced Kever. Made from cotton paper denim using the ancient Chinese technique of crafting paper, each pair is made from 65 per cent cotton, 35 per cent paper and organic indigo dye. \$669, diesel.com.



ECOFASHIONISTA .COM.AU

You can now find a lot of eco-friendly brands in one place. This chic online boutique stocks a mixture of sustainable fashion items, shoe labels and accessory brands such as Skin and Threads, Ciel and Good Society Organic Denim. Click with your conscience clear. www.ecofashionista.com.au.

E.C.O. (Environmentally Conscious Optics)

As their name suggests, these cool designer-esque shades tick all the right boxes when it comes to green. Made from 100 per cent plant-based renewable materials, the frame is derived from plant oil instead of petroleum. Also, \$5 from every sale is donated to SurfAid. (03) 5261 6660.



MASERATI

Introducing the "It" bag made from brochures that have been recycled. Instead of tossing out several pallets of its old brochures, luxury car maker Maserati handed them over to Momaboma and the result was this chic eco-bag, \$595, Ferrari Maserati Sydney, 8577 8105.

THE REUSABLE BAG

Considering that 500 billion plastic bags are used worldwide each year (which is enough to fill 10,000 Olympic-sized swimming pools), accepting one at a store these days is a serious social no-no. In a bid to change mindsets, Target and Officeworks charge for theirs. Moving on from the style-free green Woolies bag are brands such as SAKitToMe by Envirotrend, Envirosax and Fizbag, which have created fabulous reusable shopping bags from recycled products and materials like bamboo. envirotrend.com.au; envirosax.com; fizbag.com.



Natural ... (from left) Nude Moisturising Body Polish, \$89, and Ren Hydra-Calm Global Protection Day Cream for sensitive skin, \$86, from meccacosmetica.com.au.

Eco beauty

It's not just fashion getting its green on. After identifying organic and natural products as its fastest-growing area, Mecca Cosmetics founder Jo Horgan flew into action. Last year, Horgan assembled a panel of green and retail experts, including eco-warrior Craig Kimberley and retail consultant Steve Bennett, to discuss the green movement and encourage change. "Wellness is the holy grail of our times and the shift towards more natural cosmetics is being driven by consumers who want quality and effective products; a natural claim is no longer enough," Horgan says. Putting its money where its mouth is, Mecca has added to its line-up brands with a solid eco/natural philosophy such as Ren and Nude Advanced Probiotic Skincare, from the founder of Fresh and Wild organic food emporiums in Britain. As part of Mecca's commitment to wellness, Horgan will educate staff beyond products and enlist the skills of dietitians and naturopaths in-store.

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