

AWARE FASHION

April 2009

"DRESSING HEAD TO TOE IN FAIR TRADE FASHION": The Aware Network's MOLA BOOTS feature in this month's Peppermint Magazine



The Aware Network fair fashion Going ethical...with flair

By Jasmine Wallace

The Aware Network is an ethical and sustainable business selling fair trade unique products from South America and India. It began with two young idealists wanting to "walk their talk" and BE the change they wished to see in the world.

Visit: www.theawarenetwork.com.au



RAINBOW = the new black

The global events at the moment show us we are right in the middle of a huge planetary shift. A transformation which of course starts within each individual. Small changes to our daily lifestyles make a difference. Wiser buying choices is a big, easy step we can all take. The Ethical Fashion/Cultural movement begins with the people



“WINTER RAINS COLOUR: the fashion forecast looks brighter for colder months ahead”

- **Natasha Silva-Jelly**, Syd.Morn.Hd

By Jasmine Wallace

The whole world is in the throes of an economic recession and it's changing many parts of our lives, even fashion. Our priorities are shifting. Now that empires are crumbling, corporations are dying and people are being forced to rethink their vapid, extravagant ways, new aesthetics are sprouting up in art, design, architecture and even the institution of fashion. As the editor of *Adbusters* magazine puts it: "These new paradigms are shunning the slick, corporate and commercial vibe of the old aesthetic in favour of something organic, sustainable and inherently human." Ethical fashion has become a hot topic. From fair trade, vegan/animal-friendly shoes to organic or sustainable reclaimed fabrics, ethical fashion is flourishing. "Fashionistas take heart (literally) - there are some exciting things happening in the eco-textile industry...Be individual, step off the treadmill," says editor of Australia's new ethical fashion magazine *Peppermint*, Kelley Sheehan. Bright ethnic-inspired textiles and colour has

“Regal shades of purple, ruby, emerald and indigo are quite literally the new black. Which is proof that, in an era where the economy is depressed and luxury is hurting, creativity is alive and well.”

Natasha Silva-Jelly, fashion writer grabbed media attention this winter. Some are calling it a *luxe boho vibe* (SMH) and others describe it as a *glamorous update on folklore*: "There is definitely a feeling of escapism this season, which is great for expressing your individualism, says Collete Garnsey, group general manager for apparel, footwear and accessories at *David Jones*. "It's a fusion of hippy '70s and rock and roll cool...It's very bright so that is appealing colourwise," she adds. Marnie Goss of *Frockshop* (www.frockshop.com.au) sees similar things this winter: "We are going to see more focus on statement jewellery, handbags and shoes [this winter]" .

LUXE BOHO VIBE...

Brighten up this winter with a pair of Mola 'Divine Boots'.

Handmade by a fairtrade shoe producer in Colombia, South America.

Each pair uses re-claimed "Mola" textile art, hand-stitched and traditionally worn by Kuna Indian women.

Mola is a reverse applique technique of sewing pieces of colourful cloth with fine handstitching detail.

Divine Boots available online and in selected retailers across Australia. Visit

www.thenetwork.com.au





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Eco-Kid Shoes **RAINBOW CHILDREN** pave the New Way

By Jasmine Wallace

Splash some colour on your kid's feet! The Aware Network introduces the new mini Mola shoes for children: Colourful and fun patterns on the traditional 'Mola' craftwork make these little shoes true works of art - perfect for those precious little toes! Each pair has a one-off textile pattern and design, as unique as your little angel.

Take a sustainable step with your children to a greener, cleaner, more ethical lifestyle so we may ensure our millennial continuation on this beautiful planet.

Each time you buy a pair of Mola Shoes from The Aware Network you also support

an ancient culture's textile art tradition, a family-owned shoe tailor business in Colombia and the many great causes to which The Aware Network donates 10% of its profits.

Mola shoes are ethical, sustainable, fair trade, animal-free and artistically beautiful footwear:

- FREE from SWEATSHOP labour
- HANDMADE, not mass-produced
- UNIQUE AUTHENTIC MOLA textile - no pair the same
- 'VEGAN friendly' no leather or animal products.
- Reusable hand-made packaging
- RECYCLED Mola FABRIC