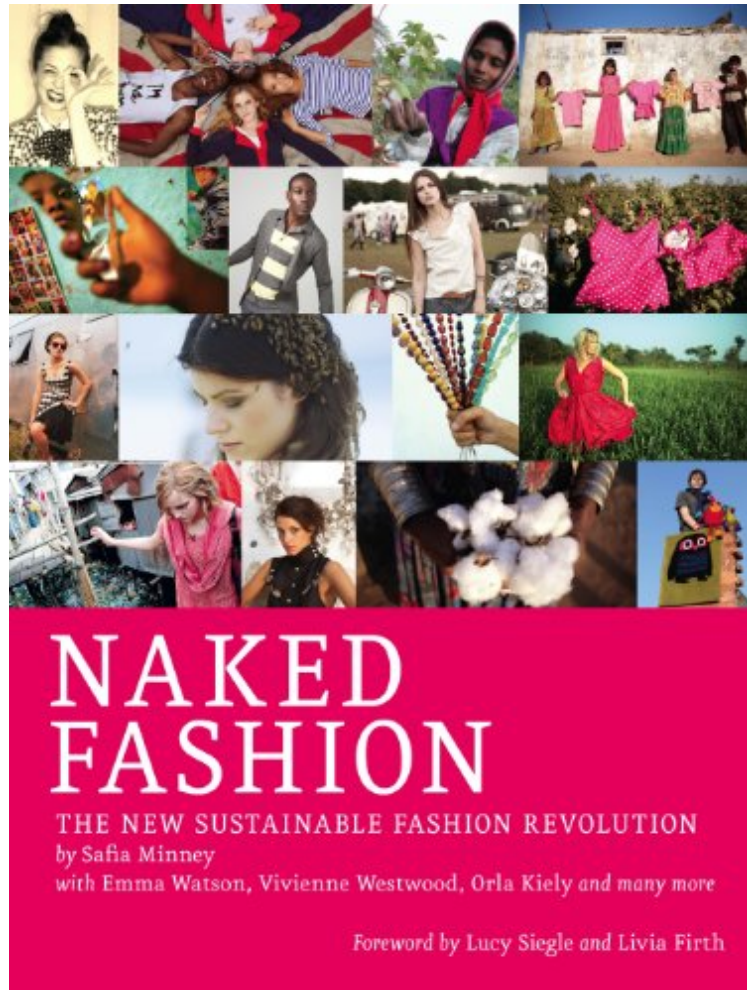


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Naked Fashion: The New Sustainable Fashion Revolution

Safia Minney

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Safia Minney : Naked Fashion: The New Sustainable Fashion Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised Naked Fashion: The New Sustainable Fashion Revolution:

14 of 14 people found the following review helpful. By People Tree, for People TreeBy RebekahThis book had plenty of beautiful photographs, and a lot of interesting information about sweatshop labor and sustainable fashion... but I came away feeling like I'd just read one LONG ad for the People Tree company. I think every interview was with a People Tree collaborator, model, makeup artist, etc.. The book did reference some other sustainable companies and tried to deliver an important message, but I still felt a bit tricked.0 of 0 people found the following review helpful. not informativeBy yarootkaBecause of the headline I was expecting to find some revealing information about the industry. But there you can find just a series of emotional interviews, where different people share their attitude to the concept of sustainable fashion. May be inspirational for some readers, but for me the book lacks the narrative and educational value.2 of 2 people found the following review helpful. awarenessBy M. J. Janse RensburgSafia Minney and the people she highlights are doing wonderful work and more should be done. The book is written as short anecdotal

snippets and is a quick read. It is a good intro into this field. I would have liked more detail.

Naked Fashion invites you to join the movement of consumers, entrepreneurs, and creative professionals who are using their purchasing power, talents, and experience to make fashion more sustainable. Anyone with an active interest in fashion and where our clothes come from or looking for a career in fashion and the media will find inspiration and advice on how to make a difference. Designers and creatives from all over the world—including photographers, models, illustrators, actors, and journalists—talk about what they are doing differently to make fashion more sustainable: Emma Watson explains why fair trade fashion is so important to her. Summer Rayne Oakes describes how she took on the model agencies. Vivienne Westwood talks high-fashion without the high stakes for the planet. Inside you will find fair trade and environment, styling and modeling, up-cycling and "slow" fashion, how we can change the high street, an ethical brand directory, and stunning visuals throughout. 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. Minney 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.

'Every page turns the conventional view of the fashion landscape upside down, gives it a good shake and (charmingly) disposes the offending idea in the nearest trash can. Instead we are offered just about the most inspiring alternative models imaginable. And this is genuinely liberating.' From the foreword by Lucy Siegle and Livia Firth 'Insightful, inspiring... a book I will be recommending to all students of fashion.' - Caryn Franklin, style guru, presenter, writer and campaigner. 'Showing fashion at its worst while providing upbeat solutions is a tough call but Safia Minney has achieved it with Naked Fashion.' - The Ecologist. 'If sustainable goods are your thing, this is an enticing guide to the growing fair-trade fashion movement.' - Christina Binkley, Wall St Journal. About the Author Safia Minney is founder and director of Fair Trade and environmental fashion and lifestyle label People Tree. Safia has turned a life-long interest in environmental, trade and social justice issues from a lifestyle into a Fair Trade business.