

GARDEN DESIGN

Co-Published with American Society of Landscape Architects

ecology

Agricouture

In the June/July issue of *Garden Design* we explored a range of ecology-conscious concepts, but the more we looked, the more we found. And we discovered that sustainability is more than smart; it's fashionable. Imagine a haute couture dress made from recycled soda cans.

Last year's watershed FutureFashion show, the brainchild of Earth Pledge, a nonprofit organization dedicated to promoting sustainable living, combined the hottest fashion designers with eco-friendly fabrics. Luminaries like Oscar de la Renta, Diane von Furstenberg, Halston (who designed the dress above) and Karen Heatherette sent a full range of attire down the catwalk, from couture to sportswear, using materials like organic cotton, wool and hemsilk, corn and bamboo fibers and recycled polyester. More FutureFashion shows are planned for next year on the East Coast, West Coast and in Europe, and a materials resource book targeted to fashion and home-furnishings designers is set for publication in 2007.

Though designers like Los Angeles-based Linda Loudermilk are producing what she calls "luxury eco" and high-end stores like Barneys and Saks have taken the plunge into sustainable clothing, Nike, Whole Foods, Patagonia, Timberland and Wal-Mart have also entered the arena.

It might take a little effort to find, but eco-fashion is entering the mainstream. And you don't have to sacrifice style for conscience. For more information visit earthpledge.org — JA