

Sustainable  
**Fashion**  
Beyond the Claim

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**CATALOG**

23rd of September 2023

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SUSTAINABLE  
**FRIENDS**





# Sustainable Fashion

## Beyond the Claim

Catalog Sept 2023



Certification of environmentally and socially sustainable,  
upcycled or recycled fashion and textiles.

The World Sustainability Organization  
and Foundation have launched

**Friend of the Earth®** and **Friend of the Sea®**  
programs to certify and promote sustainable products  
and services and to protect endangered  
species and habitats.



For more information visit:  
[www.sustainablefriends.com](http://www.sustainablefriends.com)

## What is Sustainable Fashion?

The Sustainable Fashion Movement is one which fosters change within the fashion industry, addressing not only the ecological integrity and sustainability of fashion textiles and products but also social justice from the perspective of producers and end users.

The goal of Friend of the Earth's Sustainable Fashion certification is to ensure the profit and growth of the industry whilst also creating new value and deeper wealth for society and therefore for the world economy. They believe that clothing companies ought to place environmental, social, and ethical improvements on management's agenda in order to produce ethical clothing lines and sustainable fashion brands and promote sustainable fashion designers through the following activities:

- **Prolonging the lifecycle of materials;**
- **Reducing the amount of waste;**
- **Reducing the harm to the environment created as a result of production and consumption**



Friend of the Earth certified fashion and textiles originates from Friend of the Earth certified agricultural, farming or recycled products that are produced respecting the environment and workers.

For more information on specific requirements, please consult the certification requirements. These include the Friend of the Earth standards for Sustainable Agriculture and Sustainable Farming, as well as the standard for Sustainable Textile Processing.



  
**Paolo Bray**

Founder and Director of Friend of the Earth  
and the World Sustainability Organization







## Celeste (Brazil)



Instagram: @celeste.com.vc



[www.celestecomvc.com.br/us/](http://www.celestecomvc.com.br/us/)

Celeste is a sustainable beachwear brand, with a Brazilian essence. We believe in the healing power of colors and physical and emotional self-care. We love to feel beautiful and we seek to value our beauty.

Celeste is from the tribe of women who value taking care of their body with care. Of women who are going through the crossing of motherhood or living great transformations. Accepting the changes and the stories our bodies tell is one of our lessons.

One of our pillars is to encourage the awakening of a new consumer awareness. Since our birth, we have been involved in the constant search for innovative raw materials that have less impact on the environment. We surround ourselves with processes within the company that guarantee a new production model combining beachwear and sustainability.



## Environmental and Social Engagement:

- Recycled Lycra - certified by the GRS (Global Recycling Standard);
- Biodegradable Brazilian Lycra - Amni Soul Eco®, the first biodegradable polyamide lycra in the world;
- Certified - Cotton and Viscose fabrics;
- Handmade processing;
- Ethical Production - we work with local seamstresses and artisans and pay fairly for their work;
- Fair and safe working conditions with partners and suppliers;
- Friend of the Earth sustainability certification process in progress.



[www.celestecomvc.com.br/us/](http://www.celestecomvc.com.br/us/)





## Demodê (Brazil)

DEMODÊ



Instagram: @demode\_atelie



www.demodeatelie.com.br

DEMODÊ is a brand of underwear and comfy fashion made from organic cotton and Brazilian hand lace. We believe that making sustainable fashion means thinking about all the processes and being aware so that we can generate positive impacts in everything we do, from those who plant to those who buy what we produce. We are more than 30 women directly involved in the entire production process, working so that all material and labor are local, ensuring less energy expenditure in our production, in addition to promoting sustainable development.

We use raw material certified by ECOCERT and GOTS (in process) in all our production: organic cotton is planted by small producers through the family farming system, and these farmers receive the best price per kilo of cotton in Brazil.

We have the EURECICLO seal designed to solve the final destination of packaging generated by companies and the marginalization of recycling agents, guaranteeing resources for the development and operation of cooperatives.

We work with the community involving two independent production groups: the Bilro de Ouro lacemakers association, with more than 50 women responsible for our handcrafted lace, and the Tecendo Saberes group, with about 30 women, responsible for creating new products with the residues of our clothing.



## Environmental and Social Engagement:

- Use of certified organic cotton in all production;
- Creation of new products with clothing waste;
- Work with the local community to generate income;
- Handmade process;
- Fair and safe working conditions;
- Friend of the Earth certification in process.



DEMODÊ

www.demodeatelie.com.br





# Esien (Nigeria)

E S I É N  
MILANO

Instagram: @esien.milano

www.esienmilano.com

A brand founded by Naomi Enetomhe in 2020, Inspired by today's free and liberated generation of fearless females, these designs tell stories of empowerment, self worth, passion and purpose. Our pieces all embodies a neutral palette and natural fabrications which provides maximum comfort while being easy to throw on and be sophisticated at the same time.

Esien is Dedicated to lifting up disadvantaged communities throughout Nigeria by donating 5% from each outfit sold to provide educational materials to children in vulnerable demographics to support them to have basic necessities they need for school and thrive in the world . Because every child deserves better basic needs.



# Environmental and Social Engagement:

- Use of natural and recycled fibers;
- Timeless pieces;
- 5% from each item sold goes to providing educational materials for children in adopted schools in Nigeria;
- Limited production.



E S I É N  
MILANO

www.esienmilano.com





## Esmée-e (UK)



www.esmee-e.com

Resort brand founded by Fashion Designer Esmée-E. Partnering with a sustainable eco-cotton community in the Egyptian Desert, Esmée-E uses premium 100% Egyptian chemical free sustainable GOTS certified cotton fabrics. Esmée-E was trained in Fashion at Central St. Martins, London. Her design pedigree was nurtured as a designer at Kenzo, Moschino and Replay.

The collection is developed for the ultimate sea and boating holiday inspired by island hopping in the Mediterranean and Aegean. Uber luxurious cotton kimono and hoodie shapes to wear on scorching days and cool nights night on deck. Towelling post swim looks and column kaftan and kimono sleeve hoodie dresses for lounging on board in silk feel 600 thread count organic cotton. On land dinner pieces include dresses with hand made macrame detailing and hand painted prints inspired by land and sea.

Esmée-E uses nomadic pattern cutting techniques from the silk route that focus on reducing waste and using the full width if the fabric to counteract landfill produced by the fashion industry. Esmée-E has decided to launch her resort collection with the WSO as the ultimate platform to promote sustainable products and craft. Highlighting new thinking in the Fashion Industry. She creates traceable product as a reaction to the past decades fast fashion industry manufacturing resulting in the pollution of our planet. Embedding the know-how of cotton communities in Egypt with craftspeople in The UK. Launching this cross continental project in her favourite fashion capital, Milano.

Esmée-E is also a Fashion Design tutor at Central St. Martin's, London specialising in digital fashion and reducing waste in the design and development process in the fashion industry.



## Environmental and Social Engagement:

- Partnered with a sustainable eco-cotton community in the Egyptian Desert;
- 100% chemical free;
- Certified cotton fabrics;
- Hand made and hand painted prints;
- Focus in waste reduction;
- Promotes sustainability;
- Helps craftspeople in the UK.



www.esmee-e.com





## Kaonë (Kosovo)

kaonë

Instagram: @\_\_kaone

www.kaone.shop

What you will find here is passion, hardwork, creativity, dreams, sweat, tears, laughters, and a vision for the future.

Kaonë Duriqi, founder and designer of the clothing brand Kaonë, is based in Prishtina, Kosovo. Since its launch in 2015, in a small pastel purple shop, Kaonë, has been solving young people's "I don't have anything to wear" problem, whether it was for a night out, a festival, brunch, or even a banquet.

For the past 8 years, Kaonë has been reshaping urban fashion in Kosovo by breaking gender roles and redefining beauty. Every single piece is hand made and completely unique. It's main focus, as a sustainable brand, is creating unique clothes, for unique people.

This joyful, vibrant and uplifting collection turns to a fresh and playful palette inspired by the gentle colors of Spring. Every piece of fabric in our collection is made by tiny, tiny bits of matter (different laces), which go hand in hand with each other, creating larger pieces of fabrics.



## Environmental and Social Engagement:

- Reshaping urban fashion by breaking gender roles and redefining beauty;
- Hand made and sustainable;
- Respect for the skills that are so steeped in heritage and tradition.



kaonë

www.kaone.shop





**KATHARINE  
STORY**  
Upcycled

## Katharine Story (USA)

 Instagram: @katharinessofficial

 [www.kathariness.com](http://www.kathariness.com)

Katharine Story is a California fashion designer whose signature style, inspired by the bohemian elegance of her native Laguna Beach, has garnered worldwide acclaim.

With a focus on timeless beauty rather than fleeting trends, her label balances bold, hand-dyed colors with flowing, unstructured shapes that effortlessly complement the wearer's body.

Renowned for her artistry, Katharine Story has captivated the hearts of celebrities and fashion aficionados alike. Embraced for its ability to reflect confidence, sophistication, and zest for life, her label has become a treasured favorite among the glitterati. Private showings at her boutiques in Laguna Beach and her atelier in Miami, have solidified her position as a sought-after designer.

From the outset of her career, Katharine has been a staunch believer in the power of vintage textiles and their contribution to sustainability. By incorporating carefully curated vintage fabrics into her designs, she embraces the notion of giving new life to pre-loved materials while reducing the fashion industry's environmental footprint.

Experience the harmonious blend of beach club luxury, casbah allure, and a touch of gothic allure in Katharine Story's latest creations. Step into the world of sustainable fashion, where vintage textiles find new purpose and elegance, and conscious design takes center stage.



## Environmental and Social Engagement:

- Hand-dyed;
- Contributes to sustainability;
- Reducing the fashion industry's environmental footprint;
- Gender-neutral style;
- Ready-to-wear collection features vintage recycled lace, silk chiffon, velvet, sequins and brocades.



**KATHARINE  
STORY**  
Upcycled

[www.kathariness.com](http://www.kathariness.com)







## Mamiki & Caruso (Italy)

 [www.mamikism.com](http://www.mamikism.com)

 [www.sartoriacaruso.it](http://www.sartoriacaruso.it)

We are a duo of artists in two very different fields but who have found the right combination and connection to create an upcycle and recycle collection.

All our garments are tailor made and hand painted.

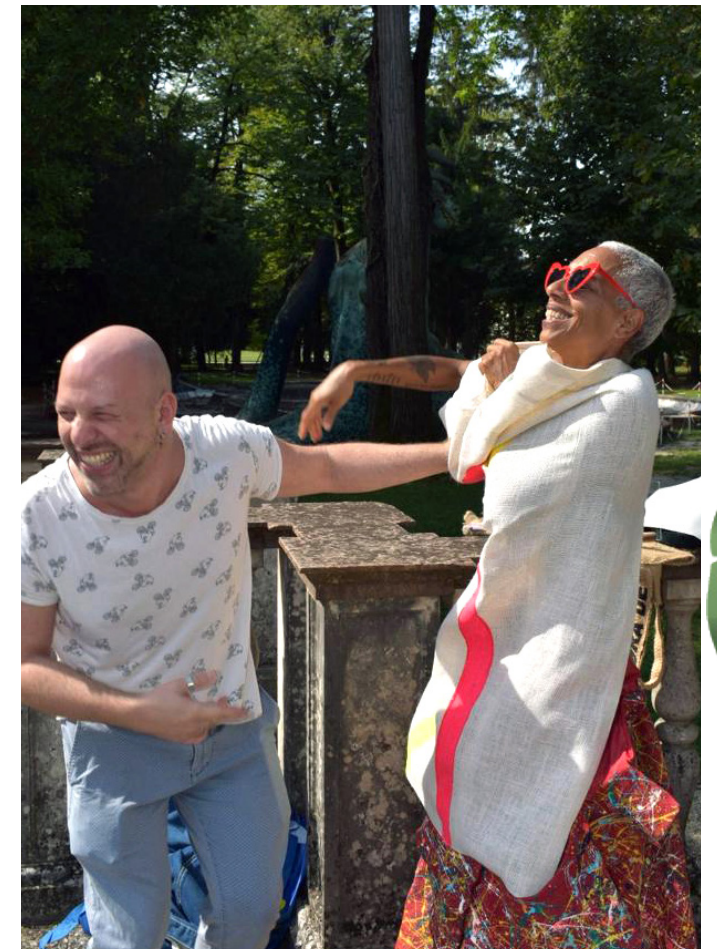
We used a raw and very simple material such as Yuta originating both from warehouse waste and from used coffee bags and hemp from the 70s.

We transformed this “poor” material into unique couture (haute couture) garments.



## Environmental and Social Engagement:

- Upcycle and recycle collection;
- Hand painted;
- Uses raw material from waste and used coffee bags.



[www.sartoriacaruso.it](http://www.sartoriacaruso.it)







## Natural Cotton Color (Brazil)

Instagram: @natural\_cotton\_color

www.naturalcottoncolor.com.br

The Brazilian brand, based in the northeast region of Brazil, works with timeless pieces in tailoring and uses as a base the organic coloured cotton of Paraíba and local handicrafts. The brand stands out for its innovation in the development of exclusive fabrics such as denim (coloured but without dyeing) and cotton jacquard with silk, as well as knitwear and sweatshirts.

The work involves social transformation through the expansion of organic cotton cultivation in the municipality of Ingá, Paraíba, generating income in a region where rains are scarce. By growing without irrigation and having the plume naturally coloured, the final product does not require dyeing. Clothing in coloured cotton generates savings of 87.5% of water compared to the conventional process used by the industry.

Natural Cotton Color pieces include crafts such as lace, crochet and embroidery. The highlight is the labyrinth, a manual technique applied by the artisans directly on the shredded fabric, generating graphics and textures. The labyrinth was recently listed as Cultural and Intangible Heritage of Paraíba as it was at risk of extinction.



## Environmental and Social Engagement:

- Organic cotton with international certification;
- The plantation of cotton is done under the company's guaranteed purchase contract with the farmer;
- The price paid per kilo of cotton to the farmer is the highest in Brazil;
- The final product using naturally coloured cotton generates savings of 87.5% of water compared to conventional cotton products;
- Artisan women gathered in association have a higher income, as fashion product have increased added value;
- Production chain aligned with the Sustainable Development Goals (SDGs) of the UN 2030. Agenda as: poverty eradication (SDGs1); food security and sustainable agriculture (SDGs2); gender equality with the full participation of women (SDGs 5); promotion of work in association and inclusive economic growth (SDGs 8), among others.



www.naturalcottoncolor.com.br







## Pacoa Eco (Brazil)

Instagram: @pacoaeco

www.pacoaeco.com.br

Freedom, nothing but Freedom!

Pacoa Eco has a positive impact on the fashion industry by developing a banana fiber fabric. Its production brings economic benefits to small banana producers and groups of artisan women. Following the Cradle-to-Cradle design, we are a good example of a circular product.

Banana is the most consumed fresh fruit in the world. Brazil is the world's largest consumer and it is the fourth largest producer, 6.6 million tons produced in 455,000 hectares and half of this production comes from family farming.

The fibers used to create our products are agricultural waste, the farmers manually extract the fibers and prepare them to be transformed into yarn, and this is how we create our hand-woven fabric.



## Environmental and Social Engagement:

- Production made of banana fiber from agricultural waste;
- Economically benefits small banana producers and groups of artisan women;
- Circular production;
- Hand made and sustainable.



www.pacoaeco.com.br







## Trópicca (Brazil)



Instagram: @\_tropicca



[www.tropicca.com.br](http://www.tropicca.com.br)

We are a Brazilian brand, working to support and preserve the artisanal culture.

The work from woven in threads have sound, they tell about the importance of intertwining income generation, encouraging handicrafts and their cultural expression. We value manual knowledge, embracing time and its unpredictability.

Our people, our climate and our colors are poetically narrated in our products along with environmentally friendly choices.



## Environmental and Social Engagement:

- Handmade process;
- Preserve and encourage artisanal culture;
- Use of natural fiber, like jute from Amazon and organic cotton from Paraiba (Brazil);
- Recycling waste like VHS tapes, rubber and cotton as well.



[www.tropicca.com.br](http://www.tropicca.com.br)







## Zoë Klose (Switzerland)

 Instagram: @zoeklose

 [www.zoeklose.com](http://www.zoeklose.com)

Let's make a difference ... Zoe Klose comes from a Swiss Fashion Family - The Spillman`s. In 2021 during the Pandemic time, Zoe realised the impact that human does to the environmet, the need of a healty ocean as a lung of the world; At this time Zoe has started her own Sport Collection for woman and man.

Made only from marine trash like nylon waste and ghost net from the oceans. These nylon waste kill many marine life because the nets float in the seas and the animals get caught in them. That's how her collaboration with Healthy Seas and Ghost Diving has started. They get this marine litter out of the oceans and Zoe creates sustainable and innovative Sport Fashion with it. Zoë Klose Fashion has serious intentions to apply new methods and attaches great importance to sustainability through environmentally friendly solutions.

All pieces from Zoe's Sport Collection are made from this special regenerated nylon, which can be recycled, recreated and remoulded again. The whole production takes place in Switzerland. Zoe Klose Fashion stands for competence, quality and tradition. Be a part of this change too; With each of her sporting clothes, there is less ghost gear floating in the seas.



## Environmental and Social Engagement:

- The entire sport collection is made from marine trash like nylon waste and ghost nets;
- Keep the oceans clean and alive;
- With each of Zoe's sporting clothes, there is less ghost nets floating in the seas;
- Recycled material;
- With every item sold, Zoe Klose Fashion donate a contribution to Healthy Seas;
- The new material reduces nylon's global warming impact by up to 90%;
- Zoë Klose Fashion produces exclusively in Switzerland;
- Swiss Made - High quality of production and precision;
- Cooperation with Friend of the Earth;
- Cooperation with Healthy Seas;
- Cooperation with Ghost Diving;
- OEKO-Tex certified.



[www.zoeklose.com](http://www.zoeklose.com)





**WORLD  
SUSTAINABILITY  
ORGANIZATION**

**WORLD  
SUSTAINABILITY  
FOUNDATION**



friendoftheearthWSO



friendoftheearth



friend-of-the-earth



friendoftheearth\_official

[www.friendoftheearth.org](http://www.friendoftheearth.org)  
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**Concept Store:**  
**Sustainable Friends**  
**Galleria Passarella, 1 - Milan, Italy**



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