

CREATIVELY SUSTAINABLE | ENVIRONMENTALLY INNOVATIVE BRANDS

13 Oct 2019



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In an increasingly environmentally-conscious world, the apparel industry is not, nor should it be, exempt from the conversation. As curators, it is our responsibility to know where the clothing we choose to carry comes from, and that we are supporting manufacturers whose value systems line up with ours. We look for brands that examine their means of production to

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acknowledge the often large carbon footprint left by clothing manufacturers and think of ways to modify their approach without compromising the integrity of the final product.

Buying from these vendors not only provides positive reinforcement for clothing brands to make a positive change, but get's pieces into the hands of people who will wear them for a lifetime, eliminating the waste on unwanted 'wear once' clothing items.

Here are a few ways in which our most sustainable brands have reworked their system.

SELECTED HOMME | MATERIAL CONSCIOUSNESS



A garment is only as good as it's materials - so that's where Selected Homme starts. Woven jackets + blazers by this UK brand are made from a unique type of polyester created by melting recycled plastic, often from bottles, into fibers that are then respun for textile purposes.

The idea of making a well-tailored suit out of one of the more vilified pollutants of our time is a great example of how clothing + sustainability can not only co-exist, but work for one another.

Other notable materials by the brand include pieces made from organic cotton and carefully sourced, handmade shirts and jackets.

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NEUW | DE-STRESSING THE DISTRESSING



Introducing the latest green innovation by Neuw Denim - the ZERO collection.

Opting out of the high-waste stone-washing methods used to manufacture designer denim, Neuw uses synthetic stones instead of the traditional pumice to reduce water waste and chemical “sludge” to ZERO.

The finishing + distressing processes that typically rely on excessive use of chemicals, bleach and water, are instead hand-stitched, hand-brushed, and hand-grinded before washing to achieve the broken-in, faded aesthetic that is the cornerstone of Neuw’s rockstar vibe.

This new wave of manufacturing is just the beginning, and it’s first featured products are certainly a new staple in our collection.

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MARCELLAMODA | KEEPING IT IN THE COMMUNITY



Marcellamoda believes that if you can't create a garment that gets everything right, you shouldn't do it at all. Not a single corner is cut when producing their collections - from the fit, to the fabric, to the sourcing.

Every single item is handmade inside the EU by highly trained, dedicated team members. To avoid the hidden environmental cost of outsourcing, they're production occurs either of two company ateliers or within long-time and fastidiously supervised local artisanal partners in or near Bulgaria.

These pieces are as close as it gets to coming straight from the design studio to you - and this is reflected in the authenticity of the fit, design and longevity of the styles.

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DESCENDANT OF THIEVES | A LESSON IN EXCLUSIVITY



Always embracing the unexpected, Descendant of Thieves is most unique in that they openly believe that their clothing isn't for everyone. They have a strong dedication to individualism, a value that, in their minds, few in the fashion world possess.

This value is reflected not only in their designs but in their manufacturing processes as well. Garments are produced in small, specific quantities, which aside from allowing for top-notch conditions and quality control, means that there is less waste overall. But it doesn't end there. The marketing strategy of DOT - that is, catering to the deserving few and no one else - ensures that each garment ends up in the hands of someone who will wear it forever, avoiding the massive overhaul of used, unwanted clothing floating around.

As stylists, this responsibility extends to us, and we do a pretty damn good job pairing the right garment with the right person.

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BLAQUE LABEL | KEEPING STANDARDS HIGH



Despite the mysterious, sleek + sexy nature of designs by LA's Blaque Label, their means of production are refreshingly transparent. To them, picking the right factory to make their product is just as important as the garment itself. After touring several facilities they chose TINTEX FASHION LTD in Hong Kong, China.

The facilities many attractive qualities include top-notch ethical and environmental standards, highly skilled + satisfied employees, a clean + bright workspace, and local ownership. All of these factors have a direct impact on the final garment, particularly the meticulous employee training, which allows them to perfect the art of tailoring both woven and flexible, knitted fabrics.

Commercial clothing is often described as “made in a factory” as a way of dismissing integrity. Here, the items are held to the highest possible standards across the board, which will reflect in your closet, too.

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