

Sustainable Fashion & Textiles book review

Sustainable clothing and eco chic fashion have entered mainstream consumer consciousness with a barrage of recent media attention. But what really is sustainable clothing and is it different from organic clothing?

For textile enthusiasts, *Sustainable Fashion & Textiles* by Kate Fletcher will be a go to guidebook and reference for those working the growing field of eco textiles. Exploring eco-friendly fabrics and sustainable textile manufacturing processes, the book goes further than ever before by exposing the pressures and long term effects the textile industry places on our environment.

Given the urgent and expanding global debate on sustainability and ethical manufacturing, this book will extend its influence far beyond the traditional textiles and apparel industries. *Sustainable Fashion & Textiles* offers buyers, policymakers and designers in the textile industry a well laid out journey through sustainable textile manufacturing from seed to sewn. Naturally, *Sustainable Fashion & Textiles* will be eagerly read throughout the textiles and apparel supply chain.

Improving the textile industries' sustainability footprint and reducing environmental impact is about more than just choosing organic and recycled materials. It requires a more holistic corporate approach that includes reusing environmentally-friendly packaging, reducing manufacturing and operational waste and pollution, improving building energy efficiency and reducing energy consumption, moving towards the use of renewable energy, improving shipping and transportation efficiencies, and designing durable and long wearing apparel items.

As a sustainable designer, I applaud Kate Fletcher for crafting this eye opening look into the world of textiles and presenting great new sustainable options that offer the many benefits of choosing sustainable textiles. Hazzah!

Bonnie Siefers – *Jonäno* eco chic collections