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Slow Fashion: Aesthetics Meets Ethics

Safia Minney

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Slow Fashion offers creatives, entrepreneurs, and ethical consumers alike a glimpse into the innovative world of the eco-concept store movement, sustainable design, and business that puts people, livelihoods, and sustainability central to everything they do.

Safia Minney argues that the future of brick and mortar retail is in the best in fair trade, sustainability, and organic products, together with vintage and second hand goods and local produce. Restorative economics, the well-being of our planet, and our bodies and minds can be inspired by this growing sector, one that is shaping big business.

This book curates pioneering people and projects that will inspire you to be part of the change. International names include Livia Firth, Zandra Rhodes, and Lily Cole. American change-makers include Andrew Morgan, filmmaker (*The True Cost*, a ground-breaking documentary that asks us each to consider who pays the price for our clothing), and Dana Geffner (Fair World Project).

With full color photography and elegant design, *Slow Fashion* profiles the people bringing the alternatives to the mainstream: designers, labels, and eco-concept stores across the world; fair trade producers; campaigns that are re-designing the fashion economy; and the fibers and fabrics which are making a difference.

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. She is widely regarded as a leader in the Fair Trade movement and has been awarded Outstanding Social Entrepreneur by the World Economic Forum.

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