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Moral Fibres



The boom of ethical fashion has taken the fashion world by storm, not to mention tugging at their guilt strings making them think more about how their clothing is made and whether it is morally justified. London Fashion Week included it in the exhibition in September 06, as well as many fashion brands appearing from every stylish corner to show the world how easy it is to look beautiful and saving the world at the same time.

Many conjure images of dowdy, scratchy fabrics and dull colours made out of hemp and vegetable matter when thinking about ethical fashion - however, there are so many fabulous labels creating just as fabulous, and perfectly wearable clothing.

Let me introduce Hetty Rose. I interviewed her to see how she interprets ethical fashion and why is trying to make a difference in the way we adorn our feet. Kyrsty Hazell

Tell us about your brand and what it represents

The Hetty Rose brand was created in 2004 during my final year of my degree at University (Cordwainers College at London College of Fashion). The concept behind the micro-brand is based on a theory of re-using and re-working vintage materials in a creative and sustainable way, hand making shoes to fit. The company's ethos is very passionate with a clear brand philosophy; to make an environmental statement in an aesthetically pleasing way.

I am not trying to change the world, simply approaching the way I create in a more sensitive way.

Describe your collection in your own words?

The collection is a distinctive set of simple styles which capture the essence of the brand. The impact of the shoe or accessory is created by the material I choose to incorporate.

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