

Material matters

Eco chic has hit the mainstream and great-looking sustainable products are now available. Jennifer Phin discovers three hot, young designers who are recycling old products and creating new works of beauty for our homes and bodies



Hetty Rose

Do the words "recycled fashion" fill you with dread? Well, now you can breathe a sigh of relief thanks to Hetty Rose. Founded and run by English designer Henrietta Rose Samuels, Hetty Rose shoes are so sublimely, exquisitely crafted

that most women would jump at the chance to own a pair. By reusing and reworking vintage kimono fabrics, Samuels creates unique shoes, each with a history and personality of their own. The idea came to her on a trip to Japan: "I noticed a lot of vintage kimono shops and was told many young Japanese women can't tolerate the traditional kimono outfits, so these beautiful fabrics are left unwanted." Samuels found that the unpicked panels lent themselves to shoe patterns, and quickly set about designing a collection to complement the exquisite colours and patterns. The idea of being environmentally responsible is important to the Hetty Rose label, with heels made from reclaimed timber and soles cut from non-toxic, vegetable-tanned leather. "I am sure people will always want fast fashion, so green fashion will have to be fast too so it can compete," says Samuels, adding: "It has to be desirable and fashionable, the fact it is ecologically and ethically sensitive should just be a normal factor." www.hettyrose.co.uk

