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## NOLCHA'S FIRST EVER ETHICAL FASHION PREVIEW

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Design by Rene Geneva Designs

As New York Fashion Week gets underway, Monday 14th September has to be the biggest date of the calendar, as **Nolcha Fashion Week** launches its first ever Ethical Fashion Preview. This high profile recognition puts sustainable fashion firmly on the fashion map and high on the style stakes. Here's the lowdown on the event, and a stunning insight into which labels got hand-picked to exhibit their Spring/Summer 2010 ethical collections.

**Nolcha** has fast become the platform for emerging and independent fashion talent, and together with the Bel Esprit Showroom, are holding their inaugural Ethical Fashion Preview at New York's Carlton Hotel. Kerry Bannigan at Nolcha shared "We're super excited about our first step into the ethical fashion world. It's absolutely on trend in the industry, yet there's never been a professional hub to showcase ethical designers in New York before now. This is a peak time to launch our Ethical Fashion Preview."

Nolcha has done well to garner the support of the buyers, press and the fashion industry as a whole. Hundreds of guests are expected to turn out at the debut to meet the designers and celebrate ethical fashion.

From couture, urban wear to accessories, the Ethical Fashion Preview has curated a range of fashion labels to represent the diversity that sustainable fashion

has to offer, and the show has an international flavour, with representation from the US, UK, the Netherlands, Germany and France.



## Sustain your style\_USA\_September 2009.

Moving to more relaxed wear, but equally sustainable is **Room To Roam**. Designer Akela Stoklas has created an everyday luxury label using organic fabrics and the designs are made locally in Germany in their sewing workshops. The relaxed but high quality clothes should make quite an impact on the streets of New York, where they have travelled to exhibit this fresh new label. Our verdict? With fun detailing, comfort and individuality, we think Room To Roam has a bright future.

