Beat: Lifestyle

FASHION FOR LIFE

Ethical Shopping is not a myth

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USPA NEWS - Looking for a challenge In 2008, Jessica Priemus an Australian designer and Shimul Minhas Uddin , Operations Manager of a Bangladeshi charity in Dhaka partnered to use their unique experiences and skills to create a label that would support and sustain rural producers and artisans in Bangladesh.

Bhalo (Bengali for'good') is an Australian ethical fashion label produced in rural Bangladesh that creates limited edition garments using natural hand woven textiles, printing and embroidery . Jessica explained how they even video the manufacture of garments to show clients. In this way the buyer can feel the manufacture and see where their money is going . How amazing is that?
Bhalo has a workshop in Bangladesh which employs sustainable practices, such as natural lighting, and ventilation, water recycling facilities, on-site composting and community garden directly linked to staff kitchen. Azo chemical-free dyes are used to avoid toxic runoff into local water sources.
Once struggling villagers of Thanapara located in north-western Bangladesh now have a sustained infrastructure of fashion and art through the great work of Bhalo. who have adopted World Fashion Organisations (WFO) ethos of 'Fashion for Life'. Thanapara is independently run and has 168 permanent producers, and is predominantly women. The organization is an internationally approved member of the World Fair Trade Organisation (WFTO), ECOTA Fair Trade Forum (Bangladesh), and Bangla Crafts.
Designer Jessica Priemus is excited to be showcasing her latest earth born creations of 'Ethical Fashion' at the Telstra Perth Fashion Festival starting on the 15th September.
Coco Chanel once said, 'In order to be irreplaceable one must always be different.'
Jessica Priemus is one fashion designer with an irreplaceable idea.

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