

so critical so fashion

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Ethical Fashion Gets Its Own Week

BY JENARA NERENBERG Mon Sep 27, 2010

The new eco-glitterati are convening in Milan this week.



With [New York Fashion Week just behind us](#), it's about time that the eco-designers of the world get their own center stage and [they'll get just that this week](#) in the fashion capital of the world, Milan (or Milano, as they like to say). From today until Saturday, you can catch new designers and new brands showcasing a whole new breed of fashion--the sensitive kind.

Particularly compelling is the idea that the event, "so critical so fashion," will "bring together fashion and 'ethical consumerism' to create a new lifestyle," according to the [press release](#). Whoa, lifestyle? Is this just bad Italian-to-English translation talking here? No, you'll be happy to note, as the press release continues, "Clothing thus becomes more and more a symbolic and cultural value: from homologation and symbol of consumerism to sign of identity, tastes and values attached to the surrounding environment."

So there you have it--eco-fashion is taking over the world, [lifestyles and values and culture](#) and all, and it's starting in Milan.

[Image: [Moku](#)]