

ARTISANAL LUXURY

Ethical luxury is about more than just raw materials: To be truly sustainable, fashion must be produced under humane working conditions. In the new Gucci Equilibrium manifesto, the house outlines its commitment to managing the planet's finite resources and building a culture of respect. Gucci has lent support to I Was a Sari, a social enterprise that employs disadvantaged women in Mumbai to sew tote bags from pre-loved garments. Supporting the creation of one-of-a-kind pieces in a world of homogenized mass production isn't just ethical, it's also on trend. Case in point: sustainable label Edun's covetable raffia pom-pom bags, handwoven in Madagascar.



Edun bag \$125. maison-de-mode.com.

I Was a Sari tote bag. iwasasari.com.

NOW
I
CAN



Natalia Vodjanova with an Osklen surfboard

ECO COLLAB

MAISON-DE-MODE.COM is a one-stop shop for the ultimate do-good closet.

Cofounders Amanda Hearst and Hassan Pierre scour the globe to curate exclusive—and unusual—pieces from socially and environmentally responsible fashion brands. A prime example: Brazilian label Osklen's pirarucu surfboard. The pirarucu is a giant fish from the Amazon whose skin is usually discarded when the fish is harvested, creating biowaste. Instead Osklen collects the skins to make sustainable exotic leather, which it uses to craft shoes, bags, and now this six-foot-tall object lesson in eco innovation. And you can trust that the brand is putting its money where its mouth is, as Maison de Mode requires products to meet multiple criteria of sustainability: recycled, organic, cruelty-free, charitable, artisanal, and fair trade.

GREEN CARPET

For the past 10 years, Eco-Age founder Livia Firth has put sustainability in the spotlight by inviting A-listers to wear eco-conscious fashion in front of the flashbulbs through her Green Carpet Challenge. Now Firth is partnering with Armarium to take her message to West Hollywood, where she'll open a pop-up just in time for the Oscars. Stylists from the luxury rental and styling platform will be on hand until February 25 to help you learn to green your wardrobe. Pro tip: Invest in the looks you'll wear repeatedly, and rent the fun, one-time-occasion pieces.



Hunting Season bag, \$75 (to rent). armarium.com.

Dundas dress, \$450 (to rent). armarium.com.



BUTTERFLY EFFECT

When shopping sustainably, keep your eye out for the Butterfly Mark, an eco certification awarded by Positive Luxury. The London-based organization vets brands' corporate and social responsibility practices and has given wings of approval to Louis Vuitton, Gabriela Hearst, Dior, TAG Heuer, and Givenchy in recognition of their commitment to having a positive impact on people and the planet. ■