

SET THE TONE

FASHION IS TURNING OVER A NEW LEAF JUST IN TIME FOR AUTUMN, WITH A SCORE OF SUSTAINABLE BRANDS BACKING THE MOVEMENT

Words: Anna Prendergast

In September, Reformation opened a store in Notting Hill, Dôen landed on Net-a-Porter – saving us from import tax anxiety – and Matches Fashion snapped up British label Ssône’s ethically-driven collection. The uptake? Going green has never been easier, especially for Londoners. These brands are leaders in their field, bringing together high-end design with social and environmental sustainability.



CLOCKWISE FROM TOP LEFT
Hannes sunglasses, £173, neubau-eyewear.com;
Cosmic print dress, £125, peopletree.co.uk; Dandridge sandals, £378, brothervellies.com; Cable knit jumper, £165, peopletree.co.uk;
Jumpsuit, £1,225, stellamccartney.com;
Metallic green and white sneakers, £112, veja-store.com

CLOCKWISE FROM TOP LEFT
Tailored jacket, £1,365, stellamccartney.com;
Floral dress, £420, Mara Hoffman, matchesfashion.com; Bucket bag, £726, brothervellies.com;
Suede boots, £242, shopdoen.com; Lester coat, £795, motherofpearl.co.uk;
Off-white trousers, £177, shopdoen.com

NEUTRAL TERRITORY

Lime green and citrus orange were summer’s last-minute palette players. Give them an autumnal spin with warmer shades of burnt orange, soft khaki and tonal separates; unlike their acid counterparts, these can actually be worn together, too.



Ninety Per Cent donates 90 per cent of its profits to environmental and humanitarian charities and organisations



Reformation shot its latest campaign at Tulum’s most eco-friendly hotel, Olas. Read more on p.108