

F.A.D

Fashion Statement

Top 10 ethical fashion ideas

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People Tree: one of many ethical fashion companies making a difference

FASHION DILEMMA

Can fashion be a force for good?

It won't last long and we will soon, no doubt, be back to choking on our cornflakes over dubiously dressed celebrities and marvelling at the wonder that is Karl Lagerfeld's Twitter timeline, but this week Fashion Statement isn't feeling particularly flippant. In fact, we've decided to dedicate this week's dose of frivolity to the ways in which fashion isn't really that bad at all. Here, then, are 10 small ways in which you can make a difference and still get the thrill of retail therapy. The type you pay for, rather than the type that involves bricks through shop windows ...

8. Check your jeans

The [Clean Clothes campaign](#) is pressing fashion manufacturers and retailers to ban sandblasting, a technique used to produce 'distressed' denim. The large amounts of silica dust created [can lead to silicosis, a potentially lethal pulmonary disease](#). Dolce & Gabbana's response? "Dolce & Gabbana telephoned me [campaigner Deborah Lucchetti] to say thanks for the information and that it did not interest them". If you, soft-hearted liberal that you are, actually are interested in stopping people dying for the sake of a pair of overpriced jeans, [sign the petition here](#).

9. Give something back

[Support a charity](#) working with marginalised young people. A recent Fashion Futures project worked with year 10 students on a product which they then had to market and present to a Dragons' Den-style panel. The winner impressed the jury with his brand Magic Sturling, named after and inspired by a friend lost to gang violence in 2008. Find out how you can support and [help the charity here](#).

10. Give us a piece of your mind

This is, of course, only a small selection of the vast number of brilliant ethical fashion projects out there. Tell us about other ones you've heard of, set up, or shopped from below, and we'll make a longer list of great projects online.