

mainstream green

For the third year now, *Yogi Times* is presenting its annual Eco-Fashion Issue. As I look back on what it was like to assemble the first one in 2005, I'm amazed at how this segment of the market has developed. Three years ago we had to scrape to find enough brands and clothes to put together a compelling editorial spread. Now, however, it's like a veritable smorgasbord of colors, fabrics, textures and cutting-edge design. We still have a long way to go, but it's so inspiring to see how many people are realizing the impact of their consumer choices and how that is allowing hundreds of forward-thinking, environmentally and socially responsible designers to thrive. Perhaps the most compelling sign that times are indeed changing is the arrival of organic and sustainable clothing among the products of major corporate retailers like Benetton, H&M, Levis and Wal-Mart.

In this issue's cover story, we focus on the mainstream companies that are making an effort to offer their customers sustainable alternatives to conventional clothing. In many ways, they are dipping their toes and testing the organic waters to see whether the public is ready to accept the next step along the path to environmental and consumer awareness. Some companies have made attempts in the past to introduce organic and sustainable lines with disappointing public responses. However, many of those same companies are now finding that the public's response is moving in a more favorable direction. In some cases, these companies are inspired by a genuine desire to diminish their environmental footprint, and in others, they are motivated by an eagerness to jump on the organic bandwagon and scoop up their slice of the eco-pie as this trend grows. Whichever the case may be, the results are having a positive impact on the environment and the minds of American consumers.

Much of the credit for the survival and recent growth of the organic and sustainable fashion movement must still go to the countless individual designers and entrepreneurs like Carol Young, the subject of this month's Special Guest Interview, who have worked tirelessly, pouring

their money, creativity and style into a body of work that has inspired a major shift in the fashion industry's focus and direction. Thanks to their research and innovation, the options for materials, textures and manufacturing methods have literally exploded in comparison to what was available just five years ago.

As consumers become more savvy and accustomed to the availability of stylish and luxurious sustainable clothing, their demand will send a clear message to retailers and designers of all sizes and from all segments of the industry that environmental responsibility is here to stay, and more importantly, it's profitable.

On another note, I am pleased to announce that we have launched our two *Yogi Times* blogs, one to speak your mind, (and rave about fashion this month!) and the other to expand your knowledge. Log on to yogitimes.com and be part of the YT tribe!

Namaste,

Sophie Parienti

Sophie Parienti, Editor in Chief

