

# in.Design

magazine

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November 2008

- Bathroom Special
- Eco Fabrics of the future
- Walls get 'fleeced'

● in depth ● in sightful ● intelligent ● invaluable ● interiors ●

# Going organic

**O**ne of many seminars held at Decorex 2008 was Sustainability and Design – Does It Matter?, discussing issues such as 'Can green be glamorous and how feasible is eco-friendly interior design at the very top end of the spectrum?'

Another topic was 'A Little Green – A Decorative Approach to a Hint of Eco design', plus 'Paint it Green'.

Surprisingly there were few companies promoting sustainability and environmentally friendly products at Decorex 2008.

We are all aware of a fast growing trend towards sustainable living. Most of us have a desire to follow this trend in our everyday lives be it through recycling or buying organic produce at our local supermarket.

The passion behind this trend stems from human awareness: The awareness of our collective and individual impact on our Earth through our everyday living. Throughout our lives we humans all consume vast amounts of textile; we use it for clothing and in our homes. However, how many of us can truly say we are aware of the damage and danger textile production has on our immediate and wider environment?



Processing fibre into an end textile product comes with its cost to people and planet. In fact the processing of textiles is actually one of the most chemically intensive processes in the world.

There are said to be 2000 listed chemicals used in textile production, worryingly the residue of which can be found on your end textile product. These chemicals are said to contribute to the raising issue of child allergies; such as asthma.

The vast consumption of water is also a key issue, did you know it takes 500 gallons of



water to produce enough fabric just to cover one sofa!

It is with designer's awareness, creativity and passion envisioning an eco-sustainable future that has driven Ecodesign forward with speed! Thanks to them, being a green consumer does not necessarily mean giving up all luxuries or walking around sporting an itchy hemp sack. The truth is good innovative Ecodesign enables us to creatively and indulgently live greener.

O Ecotextiles are leading the way forward changing the way textiles are designed and made; proving that it's possible to produce luxurious, sensuous fabrics in ways that are non-toxic, ethical and sustainable. The company has searched world wide for fibre growers, spinners, weavers and dyers who employ green processes every step of the way. They select only high quality natural fibres that have been grown without pesticides herbicides or chemical fertilizers, emphasising the use of hemp; bamboo, linen.

For The Emily Todhunter Collection of Organic Textiles by O Ecotextiles Inc, distributed by Kathryn Ireland, hemp fibre is grown using no insecticides, herbicides or fungicides by Romanian farmers who dew – or field rett – their harvest. The fabric is then dyed using low impact dyes creating a palette of simple elegant colours derived from nature and softened with Aloe Vera, Beeswax and Vitamin E. Each stage of the manufacturing process has been organically certified.

Emily Todhunter of Todhunter Earle, said

O Ecotextiles was among those displaying their wares at this year's Decorex. Here, the company's general manager Carol Oates gives her views on the show and the future of sustainability in fabric design



*Carol Oates has worked in the Colour and Design Trend forecasting sector as well as developing designs for the Home Furnishings Sector from Ceramics to Stationery, Bedlinens to Furnishing Fabrics for Japan, USA, UK and Europe.*

"We are proud to have developed an organic collection which looks beautiful, performs well and is kind to the environment".

SoFar SoNear another pioneering Eco company and who exhibited at this year's Decorex can claim to be the first Italian company to design and produce high end fabrics and carpets with a sustainable and fair trade focus, which they do with style and panache with interesting materials such as Abaca, Pineapple and Silk, and Linen and Hemp.

Their unique designs are then printed using water based inks which are environmentally friendly.

Other companies offering organic and fairtrade products were Luma with their bedlinen as well as handcrafted soft furnishings and Phillip Jeffries by Architectural Textiles with their natural textured wallcoverings.

The way forward is for more companies to produce sustainable products but with a design aesthetic. ■



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## 'Opulence' by name, opulent by nature

**'OPULENCE' IS** a new series from Panaz of extra-width Trevira CS jacquards and embellished voiles for bedcovers, draperies and accessories, augmented by a selection of coordinating silk-effect dupions, blackout taffetas and upholstery velvets.

The newcomers extend the Panaz Art portfolio, designed to

meet the demands of the hospitality and leisure industry.

In its 'Opulence' collection, the Panaz design team has drawn upon the latest developments in flame retardant yarns to create a family of jacquards remarkable for its lustre, texture and sheer drapability.

Cherish, Adore and Delight team up with the large scale geometry

of Glory, the double-cloth of Splendour and the reversible Enchantment and Magic.

Completing the picture of 'Opulence' are 'Dupion', a silk-effect Trevira CS for complementary monochrome curtains and bedspreads, 'Taffeta Blackout' and the high-performance 'Imperial Velvet' for coordinating fixed upholstery.



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