



LOOKINGGOOD

Mother Nature!

Earth-Friendly Ethical Fashion Accessories

In early 2010, the amazing Livia Firth (filmmaker, creative director of Eco Age, Vogue.com blogger, and wife of Colin Firth) initiated what's become known as the *Green Carpet Challenge*. It's a fashion experiment in which Firth challenged *herself and others to only wear Ethical fashion* on the red carpet during awards season, and then she shared her experiences on her Vogue.com blog.

In case you don't already know of it, *Ethical Fashion* is an umbrella term adopted to describe ethical fashion design, production, retail, and purchasing. It covers a range of issues such as working conditions, exploitation, fair trade, sustainable production, the environment, and animal welfare. Concerns include how a dress was made and the fabric it was created in, where it was made and who made it. This initiative inspired Gucci to make the first ever zero-deforestation handbag, and got other top designers to participate including *Tom Ford, Chanel, Armani, Yves, Saint Laurent, Stella McCartney*, and more. Though earthy style is all the rage right now, it's clear that caring for the earth has finally become a top priority for fashion design's higher-ups.

In celebration of **Earth Day on Monday, April 22** and **Arbor Day on Friday, April 26**, get in touch with mother nature, and treat yourself or a friend or loved one to one of these natural, fashionable, earth-friendly accessories for spring.



Feeling Earth's Energy! PLUGGZ Flats & Flip-flops

Remember that awesome feeling of your bare feet in the soft, warm grass, or the sand between your toes as you walk down the beach? According to *Pluggz*, it feels so great because what you are actually feeling is - Earth's energy. According to the company, by standing on a natural energy source, we are able to get grounded.

Each shoe in a pair of *Pluggz* contains an actual black "plug", made from a custom carbon and rubber compound that sits under the balls of the feet, ensuring an electrical contact between us and the earth via a flow of free electrons from the earth to our bodies. This proprietary technology allows us to get grounded as we walk on grass, sand, soil - or even concrete. Other features include slip-resistant rubber soles, memory foam padded arches and heels, and trampoline soles with wicking, anti-microbial lining. So get grounded with your own pair of **Pluggz flats for \$129. There are also Pluggz flip-flops for \$39.** Find out more [here](#).

Original website link:

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