

PRESS RELEASE

Ethical Fashion Forum's Innovation Winners 2011 Announced

Ethical Fashion Forum announce their Innovation Winners of 2011.

The Ethical Fashion Forum (EFF), the industry's body dedicated for a sustainable future for fashion, are proud give official recognition and support to emerging designers and businesses in the ethical fashion arena. The winners also gain the exclusive opportunity to exhibit their spring/summer 2012 collection at London's largest womenwear trade show, PURE.

The chosen winners have all excelled in both quality and design and innovation in social and environmental sustainability.

The recipients of the Innovation Awards 2011 are:

PURE Award: EKO and Chichia for Made in Africa.

Accessories Award: Caipora.

PURE Spirit Award: A.L.A.S.

One to Watch Award: Genuine Article

Innovation in Design and Sourcing Award: ULTRA

The judging panel are made up of some of the foremost important leaders and experts in the fashion and sustainability industry.

Innovation UK's judging panel include: Dolly Jones (*VOGUE.COM* Editor), Nin Castle (*Goodone*), Courtney Blackman (*Forward PR*), Orsola De Castro (*From Somewhere and Estethica* Curator), Debra Hepburn (*Young British Designers*), Diana Verde Nieto (*PostiveLuxury.com*), Katy Davis (*Womenwear's Account Manager at Pure London*) and Alina Rätsep (*SIX Magazine*).

Dolly Jones says "*VOGUE.COM is committed to supporting the INNOVATION project and its goals and the team is proud to be involved.*"

-Ends-

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Note to editors:

1. For more details on the Ethical Fashion Forum: <http://www.ethicalfashionforum.com>
2. For more details and images on this year's winners: http://www.ethicalfashionforum.com/assets-uploaded/documents/Innovation_UK_Winners_2011.pdf
3. The Innovation Award launched in 2008. Past winners have included: Christopher Raeburn, Ada Zanditon, Beautiful Soul, Davina Hawthorne, Henrietta Ludgate and Julia Smith. Innovation Awards in the past have also seen collaboration with Fairtrade Foundation.