

ETHICAL FASHION SOCIALS 2010

May

Innovation in Jewellery and Accessories; a sector spearheading innovative material uses and directional design.

Leblas Fine Jewellery boutique, Sloane Square, London
Speakers: Arabel Lebrusan and Claire Winfield - Leblas
Clare Watt-Smith- BoBelle London
Sheuh Yen- Gwendolyn Carrie
Tamsin Lejeune- Managing Director of EFF
Thursday 27th May 7 - 9pm

Ethical Fashion Forum presents Innovation in Jewellery and Accessories, a sector spearheading inspirational material uses and directional design.

Hosted and sponsored by Leblas, a fine jewellery boutique combining traditional techniques with modern design and sustainable business practices. Leblas is committed to sourcing all its materials and managing its business in a way that is socially, environmentally and culturally responsible.

Also presenting is inspiring network member Clare Watt-Smith of BoBelle London, who in just two years has grown her eel skin accessories brand to be stocked in over 60 boutiques across UK and Ireland. Recognised as one of the 'Red Hot Women Under 30' by Red Magazine, nominated as one of Britain's Young Entrepreneurs by the Daily Mail, Ambassador for Enterprise UK, won the Top 100 Entrepreneurs Award by Striding Out and is now a Fellow of the RSA.

Gwendolyn Carrie will showcase the brand's true limited edition, hand-crafted shoes for all occasions, using her signature fish skin leathers.

This event is free to attend but the Ethical Fashion Forum encourages attendees to support the continuation of this regular event dedicated to the sustainable fashion industry by donating or becoming an Ethical Fashion Social sponsor. We look forward to seeing you there!

What happened:

May's Social focused on the strength of the ethical fashion movement, namely innovation. Instead of limitations, trail blazing businesses are creating solutions- such as Bobelle's eel skin leather accessories, which use waste by-products of the fishing industry to conceive stunning design. Bobelle's founder

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Images: Top: Arabel and Clare give insight into their ethical jewellery brand Leblas. Bottom: Guests network

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Clare, founder of Bobelle, is a case example of how innovation has ensured the rapid commercial success of her business- now stocked in 80 boutiques in UK and Ireland in only two years and with industry accolade's championing her and the brand.

Gwendolyn Carrie showcased their luxury footwear brand, which incredibly uses fish skin to create individual pieces.

Our host Leblas introduced guests into the complexity of the metal and precious stones supply chain- problems include transparency and corruption. Leblas gave insight into the ways they are working to combat these challenges- to support livelihoods and build a commercially successful luxury brand.

"Great way to learn more about ethical brands, their work and initiative – Inspiring, social. A very good evening." **Valerie Genty, Attendee**

"Great to be a host, great attendance." **Arabel Lebrusan, Designer Leblas Fine Jewellery**



Images: Top: Sheuh Yen of Gwendolyn Carrie showcases the fish leather from which they create their stunning products. Bottom: Leblas' stunning boutique

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