

Eco Commerce Review



Recognizing excellence in Eco Innovation Globally FASHION: Presenting the Winner of the 2013 Eco Design Challenge (EDC)



February 25, 2014, Atlanta, Chamber of Eco Commerce (CEC) -- [Hennes & Mauritz](#), the world's second-biggest fashion retailer believes there is no conflict between its mission to sell more budget clothes and a drive to improve the environment and working conditions at its suppliers.

In the coming months, H&M is launching a denim collection made with cloth recycled from used garments returned to its stores and also a new "Conscious" range using bamboo, recycled polyester and organic cotton.

[Eco Design Challenge \(EDC\)](#)

The EDC spotlights the most innovative businesses, creative designers, leading brands, education initiatives, and catalytic philanthropy in the fashion industry worldwide.

"We recognize that Eco Innovation is not an optional add on – but a competitive advantage in the international fashion industry marketplace today. Our judges' decisions are based upon available information sent by applicants, consumers, or regional partners", Minna LeVine, CEO, Chamber of Eco Commerce.

Please contact the EDC Awards team if you require further information.

The [EcoRunway World Tour](#) is now in production. Applications for the 2014 EDC is now open: www.EcoRunway.com The 2013 EDC Awards ceremony takes place in Atlanta, Georgia and in Stockholm, Sweden during 2014.

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Fashion can be Ethical and Affordable: "We want to make sustainable fashion more democratic. We don't aim for sustainability to be a luxury thing. Working more sustainably should also help long-term profitability, by, for example, *cutting water use to grow cotton, improving energy efficiency or using fewer chemicals,*" says Helena Helmersson, H&M's head of sustainability.

Eco-Friendly Scandinavians

H & M's commitment to sustainability was helped by its Scandinavian roots, where environmental consciousness runs deep, and the large stake owned in the company by the Persson family that founded it in 1947.

But it is also driven by its customers, with company surveys showing that 47 percent were interested in more environmentally friendly products in 2013, up from 27 percent in 2012.



Congratulations to the 2013 Eco Fashion Nominees and Finalists!

Eco Wear

[Adidas](#)
[Africa Fashion Guide](#)
[Ananda Pascual](#)
[ABO London](#)
[Carrie Parry](#)
[Eden Diodati](#)
[FreeWaters](#)
[Honest by](#)
[Julia Seregina](#)
[L Herbe Rouge](#)
[Lilia Yip](#)
[Linda Mai Phung](#)
[Marzipants](#)
[Marimekko](#)
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[Nomi Network](#)
[Nurmi Clothing](#)
[The Social Studio](#)
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[Levi](#)
[Arthur & Henry](#)
[Comme Il Faut](#)
[Sanyukta Shrestha](#)
[Studiojux](#)
[THE IOU project](#)
[Nudie Jeans co](#)
[Pants to Poverty](#)
[Andean Collection](#)
[CRED Jewelry](#)
[Pachacuti](#)
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[Mehera Shaw](#)
[Pratibha Syntex](#)
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[Think Boutique](#)
[Indigo Bazaar](#)
[Wabi Sabi](#)
[SUNO](#)
[Vivienne Westwood](#)
[ASOS](#)
[Eileen Fisher](#)
[Safia Minney](#)
[Orsola de Castro & Filippo](#)
[Ricci](#)
[Lucy Siegle](#)

[Livia Firth](#)
[Summer Rayne Oakes](#)
[SIX Magazine](#)
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[Threads of Tradition](#)
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[Toms](#)
[London College of Fashion](#)
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[PARSONS](#)
[Patagonia](#)

Accessories

[Globe Hope](#)
[Abury](#)
[Alexandra Taylor](#)
[Cholesburys](#)
[Corkor](#)
[Embellishedtruth](#)
[Gunas](#)
[Heidi Mottram](#)
[Katcha Bilek](#)
[Wear Panda](#)
[Super Earth Goods](#)

Jewelry

[Mission Bling](#)
[Andy Lifschutz](#)
[Candescent](#)
[Hearts](#)
[Kokku](#)
[Michelle Lowe-holder](#)
[Raven + Lily](#)

Children

[Awamu](#)
[Dhana Eco kids](#)
[Green Nippers](#)
[Macarons](#)
[Toto Knits](#)

EcoRunway.com

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We recognize that Eco Innovation is not an optional add on – but a competitive advantage in the international

fashion industry marketplace today.

The EDC Award recognizes excellence in creative design, textiles, business innovation, brand leadership, and catalytic philanthropy across women's, men's, accessories, and children's wear, supply/manufacture, retail, and philanthropy. Finalists include businesses and industry leaders from around the world.

Judges' decisions are based upon available information sent by applicants or regional partners. Please contact the EDC Awards team if you require further information.

The 2014 [EDC Awards](#) ceremony takes place in Atlanta, Georgia and in Stockholm, Sweden.

Special thanks to our valued partners across continents for hosting regional events, crews for filming events, sponsors and judging panels, and other experts in the field of Eco Fashion, Innovation, Commerce and Philanthropy.

Virtual Showcase

The [Virtual EcoRunway Showcase \(VERS\)](#) features Eco-inspired brands from around the world. The VERS is made available online to provide [workforce training](#) (FREE - at no cost) to the trade and educate the public about the benefits of Eco Fashion and Lifestyle.

PR, Sponsorships, Events

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