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	<i><u>LFW. Emerging Designers and their ethical values showcased at Esthetica</u></i>	



London, where fashion isn't so much about following trends as creating individual style. Where experimental clothing and designers are born because the melting pot of innovation and cutting edge designs here mixes unexpectedly and beautifully together.

Emerging fashion designers are the soul and the heart of **Esthetica** 2014 (February 14-18). The exhibition traces themes and commonalities across a generation of designers who, using their cultural roots, traditional craftsmanship and visual culture speak individually in an international language of emerging fashion. They celebrate also London's position as an international fashion city with a reputation for nurturing new talents.

Ethical-Esthetical. The [British Fashion Council](#) founded (on September 2006) Esthetica to showcase the growing movement of outstanding designers committed to working eco sustainably and has evolved to become the hub of London's ethical fashion industry. All Esthetica designers (9) adhere to at least one of the three principles of fair-trade and ethical practices, organic and recycled materials and are selected for both their ethical credentials and design excellence. We are talking about established sustainable designer businesses like [Bottletop](#) and its handbags that celebrate craftsmanship also through a charitable foundation; [Katrien Van Hecke](#) who intends workmanship as a means of expression with her eco-friendly garments; [Mich Dulce](#) and [Pachacuti](#), both recognized for creating remarkable and unique hats using the power of their traditions (Filipino in the first case and totally British in the second one).

Moreover in the 'Emerging Talents' showroom, created for new brands, have been showcased

[Devika Dass](#), who has inspired by a group of local Peruvian women to launch an entirely unique luxury knitwear brand, and another high-end knitwear brand, K2TOG, who has a modern twist on traditional crafts, hand producing pieces that rework surplus product into high fashion. Follow [Louise de Testa](#), who combines eco-design and Made in France manufacturing for her elegant, comfortable sportswear collection and, finally, [Flavia La Rocca](#) and [Cangiari](#). Both of them brought at Esthetica Italian fashion traditions of craftsmanship and elegance. Flavia La Rocca dedicates her A/W 2014 women's collections to a "conscious globetrotter": versatile pieces made (in Italy) of recycled and regenerated fabrics that never leave aside the femininity and the fashion attitude. She is inspired by concrete things on which she works with her creativity, mixing the sporty and elegant sides of a woman. Cangiari, based in Milan and founded in 2009, is an ethical and social brand guided by entrepreneur Santo Versace: it is aimed at "changing" the fashion system with the motto "beauty is different". Showing precious fabrics and high-end craft processes, Cangiari has a socially responsible production chain, made up entirely of cooperatives that promote work within local communities in the south of Italy. The collection is timeless and sophisticated in nature; tied to the territory, the pieces are alive with the sense of tradition that comes from honouring the past, while looking to the future.