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# NATURAL COLLECTION

British designer Valerie Goode on the inspiration behind her sustainable, ethical and natural womenswear brand

British designer Valerie Goode on her sustainable, ethical and natural womenswear brand

inspired to work in China as a senior womenswear designer and witnessed the horrendous impact of over-consumption.

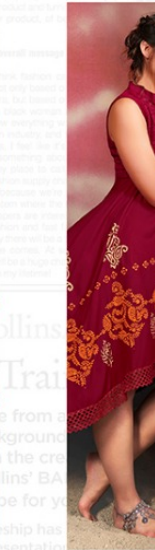
When did people start to consider how much less cotton we grow each year?

Even with ethical and sustainable fashion, and right from the start I was conscious to challenge the paradigm. In fact, the real question of sustainability is to how much we consume.



Healthcare to work in China as a senior womenswear designer and witnessed the horrendous impact of over-consumption.

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Short: New York / Faith; Accessories: Shona; Shoes: Sissi; Kitty Fenners







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