

GLAM DAMN IT!

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Boston Fashion Week: Sustainably Stylish

Stilista Boston presents a fresh take on fashion

Friday, October 1st, 2010 at 5:00 pm | Stephanie Mclean



It wasn't long ago that the term "eco-friendly fashion" conjured up the less-than stylish image of a Birkenstock-clad hippie swathed in flowing, unflattering fabrics of various prints and patterns. For others, perhaps, the term calls to mind the archetypal vegetarian footwear of yore, which was often bizarrely similar to Grandma's orthopedic shoes.

Fashionable? I think not. But, Alas—times have changed, my friend, and "going green" has proven to gain headway in the world of fashion as many designers are choosing to utilize products that are ecologically sustainable or certified fair trade.

In a nod to this environmentally-friendly trend, designers, stylists and fashion mavens alike convened upon the lounge of the chic [Charlesmark Hotel](#) on the sultry evening of September 29th, to have a look at sustainable fall fashions as a part of Boston's Fashion Week. Presented by [Stilista Boston](#), "a full service styling agency", the event kicked off to guests reveling in "nature inspired" cocktails, created specifically for the event, as they geared up to view fashions provided by [Nomad Boutique](#), located in Cambridge.

"Comfort" was the operative word of the evening as many of the pieces in the show were created using organic cotton and other ecologically-sustainable products designed to be both fashionable, cozy and better for the environment. A hooded sweatshirt, by [Prairie Underground](#), was a refreshing departure from the typical drab hoodie; featuring an adorable double-layered ruffle in a beautiful dusty-rose, the sweatshirt is a versatile layering piece that looks finished when paired with denim leggings, or even the right dress.

Throughout the show, models donned boots in an array of styles by [Cydwoq Shoes](#), who use vegetable-based dyes and water-based biodegradable glues to hand last all of their footwear. Standout favorites included a pair of burnished red leather buckled boots and a pair of steel gray lace-up heritage boots, both worn with jeggings by [Clary Sage](#).

The show certainly proved that sustainable fashion has come a long way, and a girl can be both fashionable and mindful of how her wardrobe impacts the environment.

To snap up some eco friendly duds, visit [Nomad Boutique](#) in Porter Square in Cambridge and to complement your outfit with eco-friendly jewelry visit [Greenward](#), also located in Porter Square.



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