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NATURAL COLLECTION

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

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readjusted to work in China as a senior womenswear designer and witnessed the horrendous pollution.

cheap, but people don't consider how crops like cotton are grown either.

run with ethical and sustainable fashion, and right from the start I was conscious to challenge the perception. In fact, the idea of creating a collection to be low

readjusted to work in China as a senior womenswear designer and witnessed the horrendous pollution.

Wife, mother, entrepreneur and a Royal College of Art award winner in 2017, the brand aims to bridge the gap between ethical and creative, creating sustainable, made-to-order items in a sustainable

cheap, but how much other

the market what was a vision. I started the brand and it's a brand that's a brand.



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