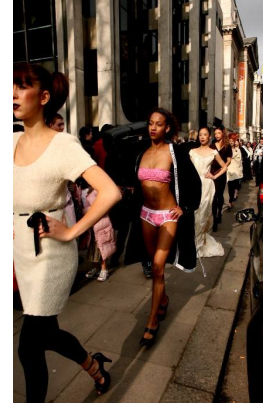


FOR IMMEDIATE RELEASE

Roving Ethical Catwalk during London Fashion Week



London Fashion Week started with a bang today, CDC put on an unforgettable renegade catwalk outside the Natural History Museum. 20 stunning models showcased the best of British ethical fashion in an innovative street runway show.

This unorthodox but exciting show brought the work of nine designers and the message of ethical fashion to the masses. From high end couture eco-fashion to poverty busting underwear, there was something for everyone.

The models arrived at 11.30am in a fleet of environmentally friendly Green Tomato Cars to hoards of excited photographers and fashionistas eager to see the latest in fashion and ethics. The roving ethical catwalk drew some of the largest crowds and biggest interest of the day.

Models strutted their stuff in the revolutionary and forward thinking designs of House of Tammam, Miksa, Nancy Dee, Elena Garcia Eco-Couture, Davina Hawthorne, Pants to Poverty, 21 Things I Love, Sophia and Bourgeois Bohème shoes. For the second time in 10 days The conscious designer collective, who hosted an incredible pre fashion week show in association with Aveda last week, has proved eco is truly the future of fashion and eco designers are not willing to take a back seat anymore.

NOTES TO EDITOR

REC sponsored by Green tomato cars, Borgeois Boheme, flame models and CDC.

The Conscious Designers Collective (CDC) is a collective for skilled and qualified designers, spreading the message of the importance of fair trade, environmental practices and sustainability
CDC was formed by Lucy Tammam of House of Tammam, Katie Weightman of Miksa, Elena Garcia of Sew Last Season and Ria Roberts in 2008.

CDC hosted the ethical fashion show in February 2009 in association with Aveda, for information and pictures please contact CDC

CDC is represented at London fashion week, Esthetica, by Tammam and Elena Garcia

Members of CDC include Nancy Dee, Bibico, Miksa, House of Tammam, Elena Garcia Eco-Couture and Ria Roberts

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