

Beautiful Soul at the V&A

November 12, 2009 by [Maria Kaski](#)



Beautiful Soul's eagerly awaited collection 'Miss Butterfly' will be available at the prestigious **Victoria & Albert Museum** from Spring/Summer 2010. The eco luxury fashion label is currently in the spotlight now that the world's largest museum of art and design has decided to feature its newest collection in its very fashionable gift shop. **Eleni Sardi** writes. The V&A is famous for exhibiting fashionable dresses, jewellery and accessories from the 17th century to the present day. It boasts one of the biggest collections of fashion costumes on display, including items of contemporary designers such as **Vivienne Westwood, Chanel, Givenchy and Christian Lacroix**.

Beautiful Soul sees the collaboration with V&A as a step in the right direction pushing 'responsible' fashion forward into the mainstream.

Inspired by Giacomo Puccini's Madame Butterfly, the highly exclusive 'Miss Butterfly' collection is

produced from the finest vintage Japanese (dating back to the 1940's) and saris, Ahimsa peace silk, Fair-Trade organic jacquard, handloom cotton, and bamboo jersey.

Embellishments and accessories are hand-made by a small cooperative (Umdoni Creek) that Beautiful Soul helped set up in South Africa in 2008 and feature indigenous upcycled materials and fabric remnants, providing a solution to 'zero' waste.

The collection's silhouettes are directional, yet timeless and echo femininity, with each style being developed carefully throughout the design process.

In September 2009, Beautiful Soul debuted at London Fashion Week's **Estethica**, and showcased at the Interstoff Asia, Hong Kong promoting sustainable fashion design.

Beautiful Soul will be showcasing at the Clothes Show Live, with the support of Fashion Capital, in December 2009 and is a finalist of Fashioning the Future 2009 (Centre for Sustainable Fashion).

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