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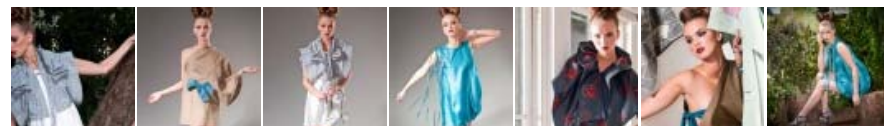
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## Beautiful Soul's Refashioned Kimonos Are Inspired by "Madame Butterfly"

by Victoria Klein, 05/11/10



Forget *Memoirs of a Geisha*; kimonos have migrated from the realm of the exotic to the wearable. **Beautiful Soul**, an eco-luxury label based in London, is refashioning vintage Japanese kimonos into modern, occidental silhouettes with an Asian twist. So it's only fitting that the inspiration for spring is another classic East-meets-West mashup: *Madame Butterfly* by Giacomo Puccini.



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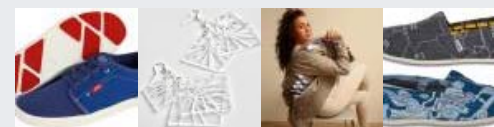
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**May 5, 2010 - Aug 21, 2010**  
NYC EVENT: Eco Chic - Towards Sustainable Swedish Fashion

**May 20, 2010 - Aug 13, 2010**  
NYC EVENT: (Re)Fashioning Fiber—New Horizons in Environmental Art & Fashion



## METAMORPHOSIS

Founded by Nicola Woods, a graduate of the **London College of Fashion**, Beautiful Soul debuted in November 2009 with the lofty goal of proving that fashion can be sexy, sustainable, and sustainable. Woods must be doing something right, because her label received the **Ethical Fashion Forum's Innovation Award** just months after it launched. Plus, international models Lily Cole and Gabby Young are said to be fans.

### Besides vintage kimonos, "Miss Butterfly" includes Ahimsa silk, vintage saris, and organic jacquard.

In addition to vintage kimonos, "**Miss Butterfly**" also comprises **Ahimsa silk**, vintage saris from India, fair-trade organic jacquard, and bamboo jersey. Fabric scraps are used as fasteners and embellishments, so nothing is wasted.

If that's not enough to bring you instant zen, consider that each piece is consciously manufactured in London with a registered women's project, improving their lives through ongoing training and employment. "I am a perfectionist and manufacturing is extremely important to me," says Woods.

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Crailar Organic Fibers: A New, Eco-Friendly Spin on Cotton

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[...] shake as Welch's, Minute Maid, Gerber, Del Monte, and ...

[...] by Jasmin Malik Chua, 06/10/10With the World Cup kicking off ...

## Recommended Reading

**May 25, 2010 - Nov 26, 2010**

NYC EXHIBITION: Eco-Fashion: Going Green (Museum at FIT)

**Jun 15, 2010 - Jun 19, 2010**

NYC EVENT: Wardrobe Surgery With Junky Styling

**Jun 17, 2010 - Jun 17, 2010**

NY EVENT: Lecture on "Sustainable Fashion Futures" With Mathilda Tham

**Jun 19, 2010 - Jun 19, 2010**

AUSTIN EVENT: 3rd Annual Recycled Fashion Show

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NYC EVENT: 2010 Organic Exchange Sustainable Textiles Conference

## ECOUTERRE VIDEO



+ Miss Butterfly

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Ada Zanditon Goes From Dusk to Dawn With Bat-Inspired Autumn '10 Line

WINGING IT Despite her rise to fame as one-to-watch on the London fashion circuit, Ada Zanditon is not one to sit on her laurels. The eco-designer



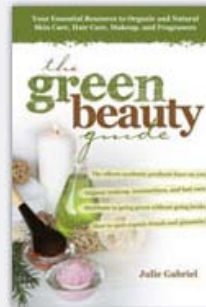
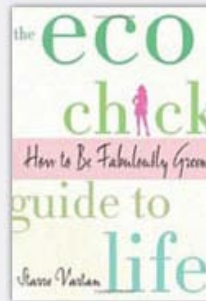
7 Fab Eco-Finds at London Fashion Week That Rocked Our Socks Off

Photo by Emanuele D'Angelo We didn't sneak into the tents at London Fashion Week this season but that didn't stop us from ogling the incredible lineup



Rianne de Witte Lets "Sophisticated Moths" Take Flight for Autumn 2010

London Fashion Week may have been aflutter with Ada Zanditon's bat-inspired eco fashion, but it was Paris that laid claim to Rianne de Witte's "sophisticated



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### 3 Responses to "Beautiful Soul's Refashioned Kimonos Are Inspired by "Madame Butterfly""



1. *MakiLane* says:

May 11, 2010 at 10:47 pm

I really love this Kimono concept! The gray and cranberry is really breathtaking! We just posted a similar style for less, a wrap dress with Asian influence on our blog...

<http://www.miaandmaki.wordpress.com>



2. *elena89* says:

May 12, 2010 at 11:51 pm

Where can I get this clothing, the beautiful Kimonos. I'm from Mexico, but I love it!

thanks



3. *Jasmin Malik Chua* says:

May 14, 2010 at 5:21 pm

Hi Elena, you can purchase the clothing at the designer's website, linked above.

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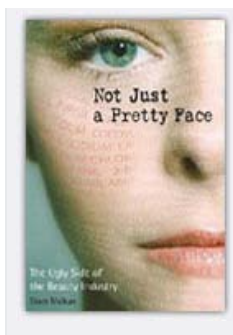
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The EcoDiva  
The Ethical Fashion Blog  
The Green Girls  
The Inside Source  
The Moment  
The Thread  
ThreadBanger  
TreeHugger  
Victoria Klein  
Wearable Art Blog  
White Apricot  
Who What Wear  
Women's Wear Daily  
Your Daily Thread

#### **Eco Bags**

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Teich

#### **Eco Boutiques**

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Body Politic  
Bourgeois Boheme  
Branch Boutique  
BTC Elements  
CocosShoppe  
EarthGirls  
Eco-Tobi  
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Old Hollywood  
Pivot  
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Shift  
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Vogel10  
Yooxygen

**Eco Designers**

Ailin  
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Alex Jae  
Allison Parris  
Amour Sans Anguish  
Anja Hynynen  
Bahar Shahpar  
Bassike  
Bodkin  
Camilla Welton  
Choolips  
Cmarchuska  
Collection Pas  
Crow Clothing  
Deborah Lindquist  
Deux FM  
Doucette Duvall  
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Lara Miller  
Laura Chenoweth  
Lav & Kush

Lena Santana  
Lina Rennell  
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Prairie Underground  
Preloved  
Raquel Allegra  
Raw Earth Wild Sky  
Rebe  
Reif Haus  
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Revolve Clothing  
Rianne de Witte  
Ryann  
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