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## BEAUTIFUL SOUL MAKES A STUNNING ENTRANCE

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**Beautiful Soul** launched its debut collection 'Miss Butterfly' at this season's Esthetica and we're tinkled pink to declare we have nominated this sexy, fashion forward and sustainable label.... **Best Newcomer 2009!** There is so much to praise; its directional silhouettes, its multi functionality, beautiful presentation and its passionate commitment to delivering a label that oozes both sex appeal and sustainability. We caught up with Nicola Woods, the debut label's designer, to find out more...

Nicola shared "I'm loving being here. It's great to receive this type of positive reaction and raise our brand's profile." Nicola is also appreciating the chance to interact with the other, more established design talent showing at Esthetica. Instead of competition, Esthetica has always been about camaraderie.

Nicola turns her attention back to Beautiful Soul "Our objective is to prove that ethical fashion can be sexy! Silhouettes are directional, yet timeless and echo femininity." We couldn't agree more. The sheer beauty of the fabrics used, their styles - each named after a famous Geisha - and a strong emphasis placed on each piece's longevity, makes this a fashionable contender, eco or not.

Originality is strong, not least in Beautiful Soul's choice of high quality fabrics. Pieces are made from Japanese vintage kimonos, vintage saris, Ahimsa peace silk, Fair Trade organic jacquard, handloom cotton and bamboo jersey. With the use of upcycled fabrics, this also gives the added benefit of exclusivity to the wearer.

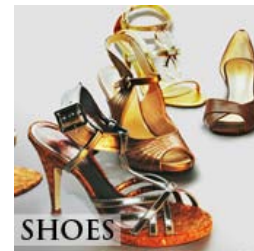
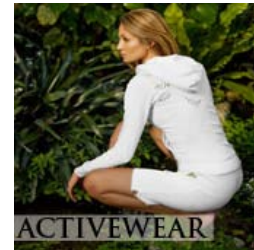
The collection's multi-functionality will also appeal strongly to a slow fashionista; longevity is key to this label's success. As pictured below, pieces can double up as draped tops or skirts to maximise its 'timelessness' and versatility.



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Careful attention is also respected to fair employment opportunities. 'Miss Butterfly' is being produced in London by a registered women's project, whereas the embellishments and accessories that also feature are hand made by a small co-operative that Beautiful Soul set up in South Africa in 2008.

This eco luxury label's debut success is a far cry from Nicola Wood's previous career as an insurance broker. Nicola told us "I wanted to break away from the rat race and while taking time out travelling, I found my calling in Japan." Nicola Wood gave up her salary to follow her dreams and study at the London College of Fashion and a few years later, the sacrifices have clearly paid off. Nicola's Graduate Collection led to her selection to show at Interstoff Asia, Hong Kong next month, she has also scooped Ethical Fashion Forum's Innovation Award last season and Nicola was a finalist at the Fashioning the Future Summit in November 2008. Not surprising really when you consider Nicola Wood's designs are so covetable.

**To view and buy from Beautiful Soul's current Autumn/Winter collection 'smallprint', visit [Beautiful Soul's website](#).**

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