



# VOGUE DAILY

FASHION

## Need It Now: Vivienne Westwood Recycled Bags

by Patricia Garcia



Photo: Liam Goodman

When **Vivienne Westwood** launched the Ethical Fashion Africa Project back in January 2010, the initiative's line—created in collaboration with the International Trade Centre—offered up three shopper bags, handmade in Nairobi out of completely recycled materials, and sold out in a flash. The project was an inspiring challenge for the environmentally conscious Westwood, as her team was forced to work with tent cottons, electrical wiring, and plastic bags. “It was important to use recycled and end-of-the-line materials from Kenya. We wanted to buy as little as possible,” she said. “Working with whatever was available and finding solutions based on these restrictions was interesting.” But the project wasn't just beneficial to the environment; it also helped struggling women in Africa lessen their dependency on aid. “We wanted to work with various communities with different skills and resources,” said Westwood. “For example, adding metal logos, wire zip pulls, or other detailing helps create employment.”

Now the designer is taking things a step further and expanding the line (just in time for summer vacations and trips to the beach) to include weekenders, men's shoppers, clutches, and printed iPad and laptop cases—they're all available exclusively on the eco-friendly shopping site, [yoox.com](http://yoox.com). But you'd better hurry if you want to get your hands on one—if the last batch was any indication, they won't last long.

Available exclusively at [yoox.com](http://yoox.com).