



The Sunday Telegraph

TRAVEL

GOODBUYGUIDE

KATHARINE HAMNETT BEACH

WHAT IS IT? Katharine Hamnett's first beachwear collection, designed exclusively for Yooxgen, a fashion website at www.yoox.com.

WHY BUY? British designer Hamnett invented the protest T-shirt in the early Eighties – she famously wore a T-shirt emblazoned with the words "58% Don't Want Pershing" to meet Margaret Thatcher. This collection, made from organic cotton and recycled polyester, focuses on the environmental damage caused by the textile industry, which uses more water than most and which can discharge toxic chemicals into the environment. "The sea we all love is dying," says Hamnett. "It's important as consumers and people with the power to vote to be aware of the facts so we can do whatever is possible to save it."

WORTHY THEN – BUT WEARABLE? Save the Sea proves that environmentally friendly doesn't have to mean frumpy. The collection, says Hamnett, was inspired by glamour icons of the Fifties and Sixties – Rita Hayworth, Marlene Dietrich, Ursula Andress and Ernest Hemingway. Alas, only the very young can hope to carry off the hooded beach suit or the Fifties-style one-piece bathing suit, but there is plenty of choice for the more mature beachgoer, too.

WE LOVE The shorter T-shirts, pictured right, available in white, black, camelia and marine, £45. Delivery within four to six working days is currently free.

COULD DO BETTER Ethical fashion is more expensive to produce, of course, but £45 does seem rather a lot for a T-shirt.

VERDICT Now you can show your commitment to the environment just by going to the beach.

MAGGIE O'SULLIVAN

BESTSELLERS



Clockwise from top right: black silk swimsuit with ruffled front and zip at the back, £128; blue polka dot bikini, £122; blue beach suit, £85, and Save the Sea bag, £69; black swimming trunks, £85; Save the Sea T-shirts in azure and military green, £49 each