

Vegetarianism In Fashion

There was a time when the word vegetarianism was reserved for those that opted out of eating meat dishes. In recent years, the term has spread to cover all aspects of the animal-free market, including fashion.

The term 'vegetarian leather' is now widely recognised as an alternative to faux leather, with many online stores targeting vegetarians in their marketing efforts.

Stella McCartney launched her self-titled clothing label in 2001 as a joint venture with Gucci Group, making and selling a range of animal-friendly shoes, bags, clothes, organic skin care products and much more. This was further strengthened by a partnership with Adidas in 2005, with the strapline "suitable for sporty vegetarians".

Famously following her parents' pro-vegetarian footsteps, McCartney junior made faux leather cool through her range of edgy designs and catwalk classics. Wearing fur-lined coats and parading around with the latest snakeskin accessories was no longer the way you defined who had the most kudos and money.

The trend of offering vegetarian-approved products in the world of fashion has since gone from strength to strength. The market targets vegetarians and vegans alike and promotes products that are completely free from animal products and bi-products.

Take the online handbag retailer, Stone Bags, for example. It specialises in supplying faux leather bags and purses to the masses. Borgeois Boheme has also followed suit, offering a complete range of clothes, fragrances and fashion accessories

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that are made with the environment in mind.

While most people think that being a vegetarian is all about abstaining from consuming animal-based products, there are many far-reaching eco-benefits of the industry. Livestock farming actually accounts for around 18 per cent of the world's greenhouse gas emissions making it a large contributor to global warming. By cutting down on the number of animals we consume, we can actually make a real difference to the world we live in.

You can find a full list of vegetarian fashion items online through the Vegetarian Society's website – providers of the only legally-registered trademark for vegetarian accreditation.

Buy women's handbags online from Stone Bags – suppliers of vegetarian leather handbags and purses.

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