

Spring 2010 Bridal Shows Going Green - By: Lisa Seth

As awareness about environmental and social issues increase, a bride's desire to be greener and eco-friendly at her wedding has also grown. Brides are looking for dresses that are not only eco-friendly, but are beautiful, appealing and flattering. And designers are taking notice.

Going green bridal shows are appearing all across the country. In January 2010, at the Washington Bridal Showcase, one of the keynote speakers was the Founder and CEO of "The Green Bride Guide", a sourcebook and directory for environmentally friendly wedding professionals. On 14 February 2010, Boston is having its first Green Wedding Show (called "Elegantly Green Wedding Showcase" which is being held Hyatt Harborside Logan Airport). Such "going-green" bridal shows are appearing all across the US.

Individual eco-friendly designers such as Shubrah.com, who bring decades of design and business experience from working at companies such as Talbots, have their own bridal trunk shows and participate in the other bridal shows.

Shubrah.com will participate in the Green Wedding Show on February 14th at Hyatt Harborside Hotel in Boston and March 7th Taj Boston Wedding Expo. Shubrah.com's next trunk show will be held on April 10-11, 2010. Details on future trunk shows can be found in her newsletter with sign-up available at www.Shubrah.com or her facebook site. Eco-friendly designers such as Shubrah.com use electronic media and social networking sites to spread their message and do not use paper catalogs as paper is not green. e-Newsletters, and websites have become key to their business.

The trunk shows offer a good opportunity for brides and bridegrooms to meet the designer and to see the different bridal and non-bridal designs offered by the designer. For Shubrah.com, you can also learn more about her designs at her website or read my previous article on her bridal designs for WHDH-TV 7NEWS Boston anchor, Sorboni Banerjee.

Check out other eco-friendly designers such as:

- Annatarian "Unique dresses from vintage remnant fabrics along with bamboo, organic cotton, peace silk.
- Isadora Clothing "A fabulous Etsy seller with a versatile organic cotton, bamboo jersey dress that can be worn in multiple ways, with bridesmaid options as well.
- Leanne Marshall "Eco-star from Project Runway, who designed a short wedding dress from hemp silk, bamboo and cotton.
- Natural Bridals "Atlanta-based designer whose gowns are glamorous, unique and have a bit of southern charm.

What do environmentally friendly designers offer? Eco-friendly designers such as Shubrah.com use eco-friendly materials created with eco-friendly manufacturing processes and support eco-friendly causes.

Eco-friendly fabrics are fabrics which have not been treated with pesticides or harsh chemicals (such as "Organic Cotton") or are "animal friendly" such certain silks which do not kill the silk worm when harvested. To qualify for "eco-friendly", the fabric should have been created from sustainable, organic, or recycled fabrics and dyes. It includes materials such as organic cotton, peace silk, hemp, bamboo, lyocell and soy, among other fabrics.

Most eco-friendly designers support eco-friendly causes. For example, Singer Bono, along with his wife Ali Hewson and designer Rogan Gregory, launched their Edun brand in 2005, offering organic cotton clothing t-shirts and sweatshirts made in Tunisia and Peru. A significant portion of the profits go back to the communities involved in creating the product.

So have that eco-friendly wedding, look beautiful and be happy that you are contributing to a better tomorrow.

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Lisa Seth has been involved with the apparel industry for last few years. [Organic clothing](#) is an exciting part of the apparel industry and is being promoted because it's our responsibility to use & promote environmental friendly clothing range.