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# Magnifeco: Your Head-to-Toe Guide To Ethical Fashion And Non-toxic Beauty



## Synopsis

In the wake of the Rana Plaza factory collapse in Bangladeshâthe worst garment industry accident in recorded historyâthe phrase "fashion disaster" acquired a new and much more sinister meaning. Commentators suggested that the tragedy was completely predictable in a sector with a shocking track record of rampant environmental damage, use of toxic chemicals, and chronic human rights abuse. Now the industry is undergoing a shift, and many of us are questioning our buying habits. The rise of socially and environmentally responsible retailers like Patagonia and The Body Shop has led to dramatic changes in the eco and ethical fashion landscape. Magnifeco is the Fast Food Nation of the fashion worldâyour guide to making a difference too. In this guide, author Kate Black: Examines non-toxic beauty and ethical fashion Recommends a multitude of ways for consumers to make better decisions Introduces the brands and designers leading the way along this socially responsible path With this complete head-to-toe guide covering everything from hair and beauty products to shoes and footwear, you can feel better about everything you put on your body and beâmagnifeco! Kate Black is the founder and editor-in-chief of Magnifeco.com, the digital source for eco-fashion and sustainable living. She has lived and worked in the major fashion centers of the world, has written over a thousand articles about designers and ethical fashion, and speaks regularly at regional and national green living events.

## Book Information

Paperback: 240 pages

Publisher: New Society Publishers (October 27, 2015)

Language: English

ISBN-10: 0865717974

ISBN-13: 978-0865717978

Product Dimensions: 6 x 0.6 x 8.9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsâ See all reviewsâ (12 customer reviews)

Best Sellers Rank: #537,522 in Books (See Top 100 in Books) #459 in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing #1227 in Books > Crafts, Hobbies & Home > Sustainable Living #1345 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

## Customer Reviews

This book is awesome! I try hard to be a conscientious shopper, but have struggled over the years

to find sources for ethically manufactured clothes, and for non-toxic makeup. This book has good information on why we should buy fair-trade and organic goods, but what's so helpful is that it goes the next step to suggest multiple sources for where to find and how to buy these kinds of goods. I was a little worried that the book would be a downer, but it's been the opposite. I've spent a few hours looking up the brands mentioned in this book and have already bought some great things online from People Tree and PACT. The brands suggested in this book are at various price points, some are more expensive but there are a number that are priced similarly to what I would normally spend, and a number of the brands have full websites with plenty of different styles, which is what I've struggled to find in the past. It was also a lot of fun reading about and looking up beautiful collections sourced from artisans around the world. A big thank you to Kate Black for writing this wonderful book!

Kate Black is one of the leaders in the sustainable fashion industry, and this book certainly reveals expertise! Black writes in an accessible way so that readers who have never been exposed to this material can easily navigate sustainable shopping, but for those of us who have been working on these issues for a while now, it's also comprehensive enough to really help broaden our knowledge and resources! A must read for anyone interested in this issue -whether you're dipping your toes or looking to learn more!

I love this book. This book made me change the way I view, purchase and feel about every product I put on my body. It is carefully written with a lot of detail and so informative. I love the authors beliefs and her point of view, she is amazing!

I was so excited to find out that Kate Black was writing a book! As a follower of [magnifeco.com](http://magnifeco.com) for years, a book was a welcome addition to my growing eco-fashion mindedness and library. The book is written in a wonderful narrative style that is easy to read and work through. Literally, as promised...from head to toe, Kate gives you examples on how to make better, more consumer conscious choices and also gives you the brands and designers leading the charge. As someone who is allergic to the world, I also appreciate knowing the designers and brands that put forth socially minded fashion and products. What more can I say, other than this book is indeed magnifeco! I would recommend this to anyone looking to learn more about eco-fashion and how to source alternatives to fast fashion and beauty.

This book is an amazing resource. If you're curious about ethical fashion or just generally trying to live cleaner and more consciously, this is a great place to start. Not only does it provide shopping guides and loads of specific brand recommendations, but the most interesting and informative parts are the backstory and explanations behind what makes different facets of the fashion and beauty industries so "dirty." The book doesn't feel overly biased or pretentious, and gives credit where credit is due, even in parts of the industry that aren't ideal yet. Overall, the message is that change starts with us as consumers, and the industries will follow what we dictate. So the more we know, the better. I definitely recommend giving this book a read.

I LOVE this book. Easy to read, helpful, practical. Even sections for vegan shoppers as well. Doesn't talk down to it's reader, breaks down the info to make it seem like it is the easiest thing in the world to shop ethically. I love this author and can't wait to see what more she's got in store for us. Thank you thank you for this book!

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