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## TV Review: Sundance Channel's Big Ideas For A Small Planet - Wear Episode



By [Victoria E](#)

Filed on May 7, 2007 at 4:47 AM PST

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Expressing the importance of eco-fashion to the general public is no easy task. The entire clothing industry is often seen as flagrant and a secondary part of life - something that we *have* to be a part of in our society, but many would rather do without.



For the fourth episode of their [Big Ideas For A Small Planet](#) series, the Sundance Channel takes on the challenging topic of dressing green. The first three episodes of this original documentary series have gotten a large amount of critical acclaim for bringing environmental issues to the millions of Americans who tune in. So far, the topics of fuel, building construction, and city development have been examined, offering up three different topic-specific ideas of how to enhance our lives and reduce our carbon footprint at the same time in each episode.

Premiering this Tuesday, May 8th at 9pm Eastern and Pacific, the [Wear](#) episode features commentary from Ali Hewson (Bono's wife and founder of Edun Clothing), Simran Sethi, Carson Kressley (the wonderfully flamboyant blond fashion guru from *Queer Eye for the Straight Guy*), and Graham Hill (founder of TreeHugger.com). I must admit that when I saw Carson come on screen, I was worried that the episode might end up being less than serious, but he had a unique point-of-view to add to the subject of green fashion, acting as a voice for the many that see style as an integral part of their life, just like eating or sleeping. Helping to show people that wearing sustainable fabrics has little, if anything, to do with tie-dye and hippies is one of the most important factors for the growing green fashion market, and this episode does a darn good job of getting that point across.

"Can we imagine a world that is both green and stylish?" was the question presented at the very beginning of the 25-minute documentary. Following this, three ideas are given to make this imagination a reality: organic fibers, recycled fabrics, and reusing fashion. While the concepts of recycling and reusing are much less polluting, I'm not surprised that new, sustainable fabrics were covered first. The underground craft movement has been growing to a mainstream level, but not enough so that taking the time to modify or reinvent items in your closet has become chic. Buying stylish, green clothing right off the rack is still the easiest and most timely option for the bulk of consumers. [Linda Loudermilk](#), the main feature of the first segment, is a great representation of being chic and sustainable.

There is no denying that the market for green fashion is growing rapidly, and one of the first facts presented in this episode proves it: since 2000, manufacturer demand for organic cotton fiber has increased an estimated 93% per year. Loudermilk in particular has shown that looking good and doing good can go hand in hand seamlessly. "We're not going to get rid of the ego, so to use it in a positive way is what I decided I wanted to do [eight years ago]." The downside of her line is that it is out of reach for a large portion of consumers due to cost. No other green fashion brands are featured in this segment, adding to the myth that new, eco-style has to be expensive (which we all know is not true thanks to [the many affordable brands](#) I have featured here at Green Options during recent months).

Idea two focuses on recycled fabrics, particularly on the efforts of outdoor mega-brand [Patagonia](#). The concept of being able to break down an old garment to its molecular level and spin new fabrics that are just as effective as its first life truly embrace the [Cradle to Cradle](#) process. "The Ecospun recycling process has the potential to keep more than 2.5 billion bottles and containers out of the world's landfills each year." Considering the fact that our culture is having a tough time learning to live without plastic bottles, this tidbit of information is all the more pertinent. Other brands have been taking this idea and running with it, openly accepting old, used garments to be recycled back into their supply chain, saving the company money and protecting the planet's resources. Something that is rarely considered when clothes shopping is the true cost of the items you

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