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The Great Return Of The Silent Spring On Sustainable Fashion

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Style & Beauty

I cover luxury fashion and beauty.

Wol Hide:



Wol Hide Sweatshirt Sweater in Earth from their Domestic Color-Grown Cotton Capsule IMAGE COURTESY OF LOUIE KOVATCH

Wol Hide— Wol Hide’s first naturally pigmented cotton capsule can be seen in the brand’s Sweatshirt Sweater with two different shades: Earth & Sage. Going back to its roots of domestic, small-batch production, Wol Hide partnered with a small, female-owned farm in Northern California who revives ancient naturally pigmented cotton breeds. Originally used by South American indigenous groups, Wol Hide’s partner is the first to ever organically grow and breed these ancient breeds of cotton in the U.S. The undyed process requires less water usage and chemicals. **\$455**