

EKOVARUHUSET

ORGANIC AND FAIR MADE CLOTHING

EKOVARUHUSET = HOUSE OF ORGANIC PRODUCTS

Allvar och gamman trives gärna samman.
Seriousness and pleasure should thrive together.

We are very excited to have taken on the challenge of being green and ethically sound in this hyper-competitive fashion industry where all too often survival is based on meeting the bottom line. Cheap labor and lax environmental regulations will have some less fortunate countries feeling the economic, social and ecological effects of this season's trends years after they've been collecting dust in our storage units. For us at Ekovaruhuset, fashion cannot be luxurious, stylish, or sexy if it is not sustainable, environmentally sensitive and socially responsible. So we decided to redefine what it means to own truly luxurious, fashion-forward clothing and accessories for both men and women. Our designers searched the world for the finest organic materials from producers in Sweden, Netherlands, Peru, France and the United States who provide safe working conditions and fair pay to their employees. Ekovaruhuset supports small-scale, local production that is free of harmful chemicals and animal cruelty; so our customers can shop with a light heart. Now that is luxury.

At Ekovaruhuset we don't believe that style need ever be compromised for the sake of sustainability. We are changing the stale, patchouli-scented perception of organic fashion through our cutting-edge European collections, as well as hand-made, one-of-a-kind creations crafted by local, up-and-coming designers who are exclusive to Ekovaruhuset. Here you will find such unique accessories as fine hand-crocheted hemp necklaces, uniquely structured hand-made wool hats vividly colored with vegetable dyes, and crocheted collars made with the softest handspun angora yarn. We strive to combine high fashion and the finest organic quality in our work.

It's all about having fun and looking fabulous while saving the world...

