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Sustainable Fashion: Dressing The Next Generation

Posted by Jark Filed in Fashion September 17, 2007

Most of us have switched to compact fluorescent lights, recycled paper, and are eating organic food (when we can afford it); but to tell you the truth, how many of us are regularly wearing "local" designs? [Fashion High](#) is putting Vancouverites to the test with the **Dress Local Challenge**

The challenge is issued to guests attending the [Generation Next Fashion Show](#) on **Thursday, September 27, at Performance Works on Granville Island**, where BC Fashion Week showcases three emerging designers from the province. As guests walk the red carpet The Express' Johanna Ward will be asking the proverbial questions, "Who are you wearing?" But instead of a catalogue of international brand names, it will be roster of Vancouver designers that will be rolling off the tongue.

If pride of place weren't enough reason to strut your stuff in designers such as Elroy, Peel and Bon Bon, Fashion High has put together a fashionable prize pack for the Dress Local Challenge winner who will be chosen by raffle. The prize pack includes a subscription to Fashion Magazine, a Bring Your Own Bag, a \$100 gift certificate to JC Studio, jewelry from Sugar Lime, Spa Binge skincare products, and an unforgettable night in the VIP suite at the Century Plaza Hotel. That's a delightful little prize pack if you ask me! [Read on for more...](#)

So how can you win the Dress Local Challenge? Simply show up to Generation Next wearing locally designed clothes and you will be entered to win at the door. If you aren't quite sure where to find local designs check out www.fashionhigh.ca for a list of designers and stores!

And since Generation Next is the only show at BC Fashion Week open to the public, mark it on your calendar as the place to be this month. Tickets are **\$20 and available at TKTK**.

For more information about Fashion High or the dress local challenge, please contact:

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