

CEDAR ROCK FASHION & DESIGNS

In a continuous effort to provide individuals with healthier, sustainable, and pleasing designs, products, and services, fashion is a special area that is also being addressed by Cedar Rock.

Every culture throughout history has designed or incorporated clothing to meet the specific needs that arose from daily, work-related, religious, theatrical, or special activities. Today is no exception, especially with the increasing demand for and prevalence of new synthetic fabrics, dyes, recycled materials, and advancements in nano-technologies.

In all our endeavors to create new, exciting, bespoke and affordable ready-to-wear clothing, urgent issues have arisen that need to be resolved now, if we want to stay healthy and comfortable while looking good – and ensure that our great grandchildren have an opportunity to do so as well, in the future:

*There needs to be a serious reduction/elimination of toxic chemicals and petroleum-based byproducts used in any stage of textile/garment production, as these are the known triggers for environmentally-induced, cyclic health conditions like Multiple Chemical Sensitivity. The genetic damage and/or hormonal disruption that can result from exposure to even low concentrations of these chemicals (via skin contact/absorption of nano particles) is being shown to carry down through the generations.

*Improved processing methodologies, more universal manufacturing and textile standards (GOTS, Oeko-Tex currently exist) need to be implemented/enforced - not only to physically protect everyone involved from the manufacturing to retail process, but ultimately the environment - during every stage of a garment's life cycle. From the designer and the consumer, right to the compost depot- knowing where and how a product has been manufactured; what has gone into the production of a clothing line; to the sizing, fitting and eventual disposal of the final creations – all are crucial considerations in determining whether a garment is truly suitable to purchase, safe to wear, and ultimately recyclable or biodegradable.

Cedar Rock's *Phoenix Studios* will be a state of the art educational facility where students of fashion learn to design and create healthy garments and textiles- everything from infant clothing and business attire; to runway, haute-couture, and period-accurate costume pieces. Additional focus is also on the design and creation of more appealing and functional clothing for bariatric, and special needs individuals. Seminars and short courses for the public are also planned

For residents and visitors of Cedar Rock, the *Emporium* Boutique Shopping Centre intends to carry its own in-house Designer Label, along with a select few lines from other environmentally-responsible, healthier clothing manufacturers and designers. Feedback from customers and potential clients is always welcome, as our search for creative talent is ongoing.

Clothing is a very representative expression of who we are as individuals. By providing healthier, more comfortable, appealing garments over a person's lifetime that are less harmful to our environment, Cedar Rock Fashion & Design hopes to reduce/prevent the onset of "clothing-induced" health issues, and to promote those manufacturers and designers who are making a healthy difference, one creation at a time, for one person at a time.

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