

# MAGAZINE

Designers with ecological concerns tell us about their creations and how these promote conservation



Above: Natural dyes are prepared from seeds and roots; Below: Model wears a Do U Speak Green shirt



K ASIF



## Using natural fibre is the way to stay cool

SHE'S AN architect who specialised in energy efficiency and sustainability, with passion for fashion. Shruti Narayan's creative venture, Lila, reflects both interests. Lila garments are made with pure fabrics that contain absolutely no synthetic fibres. All their fabrics are sourced locally and clothes are manufactured locally. Also, they use yarn-dyed fabric that can be machine washed and doesn't bleed colours, thereby increasing the lifespan of the product.

"There is really only one way of living and that is in tandem with nature. We need to be aware of our environment and climate. In fact, Indians were always an ecologically conscious group of people, who ate

and dressed based on seasons. I want Lila to celebrate this way of life... because there is really no other way of life that can sustain us," says Narayan, who emphasises that her label is more about a way of life than ecological sensitivity. "Lila is a celebration of Indian fabrics and seasons, all translated into an urban contemporary style," she says.

Her plans to make products more natural are in the offing. Narayan intends to tie up with mill owners in future so that she can influence the amount of chemicals being used to dye the fabric and their disposal. "We have also calculated the average carbon footprint of our production and will be tying up with a nursery to provide customers coupons for buying plants thereby counteracting the footprints," declares Narayan.

Lila garments are a contemporary celebration of local fabrics and seasons

## How to choose the right sunscreen



### #1 GO FOR BROAD SPECTRUM

Look for broad spectrum sunscreens that contain the right combination of ingredients necessary to protect the skin from UVA and B. The most effective products block both types of ultraviolet rays -- UVB, which are stronger and cause nasty burns, and UVA, which penetrate deeper into the skin and cause wrinkles and premature aging.

### #2 SHIELD WITH HIGHER SPF

You may get away from sun with SPF 15 in fall, winter and spring but for summer you need to ramp it up. A broad spectrum that has an SPF of at least 30 is ideal for summer, when the sun's rays are strongest.

### #3 KEEP YOUR SKIN TYPE IN MIND

There is a sunscreen for every skin type. If you have an oily or acne prone skin you can opt for an oil free matt finish sunscreen, which absorbs the excess sebum. Whereas, people with dry or mature skin can go for a nourishing moisturiser with an in-built SPF of 15 or above. There are also ultra sensitive sunscreens available for those with sensitive skin.



### #4 EXTRA ADVANTAGES



The new and wide range of sunscreens today offer more than just sun protection. Choose formulas that are multi-functional and also contain a good dose of antioxidants to fight the free radicals that want to wreck and age our skin.

### #5 USE IT RIGHT

Apply sunscreen at least 30 minutes before leaving home so the product has a chance to absorb and bind to your skin. Re-apply every two hours.