What to Leave on the Rack

15 Fabric No-No's

Hot Looks + Where to Get Them

DAY-TO-NIGHT, WORK-TO-PLAY
DOWN WITH THE CRUNCHY STEREOTYPE
Boho Optional

Shopping for Change: Where Your Money Saves Lives

Presented by Vegan Cuts

VEGANIZING YOUR WARDROBE
Leave the Fur to Fur Babies

15 Fabric No-No's
What to Leave on the Rack
Hey Gorgeous,

Now, you know we love a good eBook—see our Summer Bash and Fall Harvest as tasty examples—but eating vegan has always been just a start for John and me. That’s why we decided to venture out of the kitchen and into the closet to create this Vegan Fashion Guide in partnership with Ashlee Piper of The Little Foxes.

Wondering how fashion that’s harmful to animals is often harmful to humans as well? Our section on the impact of fashion is a must-read. Convinced that vegan is the way but not sure what fabrics to avoid when shopping or what to do with your pre-enlightened purses and pumps? Print out our pocket guide to fabrics that are more harmful than hip, our tips for veganizing your wardrobe, and our directory of stores that share our vegan values.

What you’ve happened upon is a snapshot of modern vegan fashion. Join us as we bust through some of the longstanding stereotypes and show the world how far vegan fashion has come. Seriously, guys. Other than my braid crown, there’s nothing hippie about what’s captured in these photos!

Lastly, I just want to emphasize how important it is to vote with your dollars. Buying from vegan-friendly artisans and entrepreneurs is one of the best ways to show not-yet-vegans that it’s possible to look so very haute without harm.

Happy shopping!

♥,
Jill
Vegan Cuts Co-founder

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Our Contributors

We couldn’t have created this guide without a little (read: ton of) help from our friends. Thank you so much to our contributors:

**Ashlee Piper** of The Little Foxes—a powerhouse in the vegan fashion and beauty world—who co-created this Vegan Fashion Guide, including coordinating every detail of the photo shoot, doing all of our hair and makeup, and researching and writing the pages that follow

Megan, Taylor, Alex, Christina, and Mikael, the models who lent us their looks for our lookbook

The brands who shared their wares so we could play dress up in Chicago

Laura, our resident librarian and editor who made sure that no more than 3 exclamation points made it to the final draft

Steve from Guild Design who took us from photos and text to the lovely Guide you’re enjoying now

Cobi from Veggiotorials who turned our behind the scenes footage into a jazzy video

On the Cover: Banjo Piper with Megan wearing Daniel Silverstein hand-crocheted sweater, Team Colors by Skinny Jeans from Modavanti, and Jeffrey Campbell for Convert shoes
WE ❤ THESE STYLISH COMPANIES

APPAREL + ACCESSORIES
THAT MAKE A STATEMENT

CRUELTYFREECULTURE.COM
If you keep the toll that clothing and accessories take on the planet, animals, and humans in mind, a simple shopping spree becomes anything but simple. We’re here to give you a few tips on what to avoid, what to look for, and where to look when shopping with your ethics in mind. While this list is far from comprehensive, we want to give you just a glimpse into the industry to get you started—or some quick speaking points for explaining why cruelty-free matters to you.

Harmful to Animals

Beyond the obviously harmful materials like leather and fur that result in millions of animal deaths each year, many materials commonly considered harmless actually involve routine mistreatment and suffering as well. You’ve probably even seen folks gasp at the sight of a fur coat while wearing those ever-popular shearling boots and a wool sweater.¹

Make no mistake about it, though, animals used for fashion in any degree suffer greatly. Even millions of animals that we consider to be domesticated companions—including dogs and cats—die each year as a result of the fashion industry.²

¹ What’s so wrong with wool? PETA's 2012 video featuring pop star Pink covers all the cruel details. Watch it [here](#).
² The Humane Society of the United States points out that whether purposefully or accidentally, millions of domestic cats and dogs die each year because of the fur trade. Read more [here](#).
Harmful to the Planet

Raising animals for meat and leather requires tremendous resources—think food, pastureland, water, antibiotics, and fossil fuels. According to PETA, “animals on factory farms produce 130 times as much excrement as the entire human population, without the benefit of waste treatment plants.”

Moreover, both the rearing of animals for and the process by which their hides become leather, poses a great threat to our earth. Why, you ask? Turning skin into leather requires incredible amounts of water, energy, and toxic chemicals—think nasties like formaldehyde, coal-tar derivatives, chromium, and cyanide. The same chemical-laden processes are part of the production of fur and exotic skins and, to a certain extent, feathers as well.

But it doesn’t stop with leather. Fibers like wool and silk require the rearing of animals and exhaustion of resources as well.

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3 Read more from PETA about the environmental hazards of leather [here](#).
4 The ILO goes into all the dirty details in [this report](#).
THE IMPACT OF FASHION

Harmful To Humans

Very rarely do we think of the journey garments travel before they arrive at the store racks. Our clothes have a story, a narrative that often involves people in faraway countries sourcing, weaving, dyeing, and tanning materials before designing the pattern or assembling the pieces. This story is often one of suffering and exploitation.\(^5\)

As we’ve covered, the ecological output from leather tanning and similar processes is detrimental to the environment, not to mention the people who work in or even live near facilities where animal hides are tanned. Countless studies have shown that working in proximity to these processing areas increases the likelihood of cancer and other life-threatening diseases.\(^6\)

Now, we do want to note that not all vegan materials are eco-friendly and not all vegan products are fair trade, fair labor or made in the USA (or locally, depending upon where you live). Shopping vegan does mean that you’re doing your part to ensure that no animals are directly harmed to keep you looking good. To ensure your animal-friendly pieces are human and planet-friendly as well, be sure to shop consciously, checking each company’s fabrications and production practices to determine whether they align with your ecological values.

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5 Think sweatshops are a thing of the past? Read this article from Global Exchange and reconsider.
6 From the wool industry to the leather tanning industry, the ILO sees fashion as costing workers a bit more than a pair of cute boots is worth.

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Bags for the eco-conscious, stylish shoppers
www.mybiotifulbag.us

VEGANCUTS.COM
What to Leave on the Rack

Almost to the checkout line but want to make extra sure that your haul is animal-friendly? Here’s a quick list of fabrics that should be a dealbreaker:

- Alpaca
- Angora
- Calf & Pony Hair
- Fur
- Lambskin
- Pashmina
- Shahtoosh
- Shearling
- Silk
- Suede
- Vicuna
- Wool

A Warning About Faux Fur

Millions of dogs, cats, and other animals are bludgeoned, hanged, bled to death, and strangled with wire nooses so that their fur can be turned into trim and trinkets. This fur is often deliberately mislabeled as fur from other species or as faux fur and is exported to the United States to be sold to unsuspecting customers in retail stores.7

7 This isn’t a one time deal. Most recently, The Humane Society found that accessories labeled as “faux” and sold by Kohl’s in the U.S. actually contained rabbit fur. Read more about recent findings here.
Karmalicious.

THE VEGAN KARMA MESH
shown in Anemone
and Astral Aura
Cruelty-Free Animal Approved

New York Online Los Angeles

Going green has never looked so chic...

Who would have imagined that plastic bottles could be recycled into fashionable, vegan, eco-smart handbags?

Visit www.theundergroundchic.com and enter coupon code vegancuts to receive a 25% discount on your purchase...
Weeding Through Your Wardrobe

Rid your wardrobe of that fur coat you can’t bear the sight of or those leather shoes you no longer want by donating them to a philanthropic outlet. Here are some neat donation ideas:

- Wildlife rehabilitation centers will gladly take your fur coat for orphaned baby animals.
- Homeless shelters will welcome your gently used shoes, wool scarves, down jackets, leather gloves, and other cold weather items, especially in the winter months.
- Dress for Success and other employment readiness programs will take your non-vegan work attire and repurpose those items to prepare someone who is reentering the workforce.
- Back on My Feet and similar programs will take leather and suede running shoes to provide homeless individuals with the equipment necessary to run a marathon.
- The Salvation Army, Goodwill, and similar outlets will gladly accept most items 365 days a year.

The bottom line is there’s always someone who can benefit from your hand-me-downs, so go the extra mile and do something meaningful with them.

Sell and Share the Wealth

Some non-vegan items are simply too high dollar to donate. For instance, that luxury handbag habit of yours may not have been the kindest, but those designer bags are worth some serious cash. Consider selling these items through Bag, Borrow, or Steal or other luxury consignment outlets and donating a portion or all of the proceeds to an animal organization or sanctuary.
Reducing & Reusing

While fantastic vegan companies are often ecologically-conscious, nothing is gentler on the planet—or on your wallet—than recycling or reusing clothes and accessories. An added bonus: Hand-me-downs are cool these days because they are often more unique than what you see on the streets.

Consignment, Thrift, Resale, & Vintage Stores

Women have had the luxury of perusing these shops for awhile, but now men’s and children’s resale shops are popping up all over, with special attention on selling quality, wear-to-work items on the cheap. Check out your local offerings, including garage and estate sales, charity shops, thrift stores, vintage shops, consignment and resale places. There’s always good ol’ Craigslist and Freecycle to see if someone in your area is offloading just the piece you’re seeking.

Clothing Swaps

Invite some pals over to your place and ask them to bring their gently-used items that they’d otherwise donate or consign, lay everything out, and then swap away. You never know what attendee might be your exact shoe or dress size, and a cool handbag is one-size-fits-all. Donate whatever’s left over and consider it a win/win/win.
Vegan fashion has come a long way since even a few years ago. Pleather, PVC, Polyester, Satin, Modal, Faux Ultra Suede, Spandex, and all the other materials we used to scoff at in the 70s and 80s have gotten a serious makeover as the foundation of so-realistic-it-almost-freaks-me-out faux leather goods, luxe and slinky silk-like garments, and easy-care, swishy dresses and tops.

You can't overlook the incredible innovations in natural fabrics—cotton, bamboo, hemp, and jute to name a few—that feel amazing against the skin and make your favorite t-shirt or jeans feel broken-in before they've ever been worn. Throw in high-tech fabrics that wick sweat away, keep us warm, and let our skin breathe—think Polarfleece, Coolmax, Supplex, and Tencel—and you may be wondering why anyone ever wanted to wear animals. Many of these “alternative” materials are also made by recycling similar materials or completely foreign items like plastic bottles to lessen environmental impact.
So, you’ve donated, sold, swapped, and now you’re ready to acquire some sweet new vegan pieces. Hooray! But where do you look to ensure the materials are vegan? Well, first, be sure to consult our handy-dandy list of vegan friendly retailers. If shopping outside of those trusty retailers, then keep these tips in mind for locating material disclosures:

**Shoes**
Materials are often printed inside the heel or under the tongue. Also be sure to look at the sole to ensure they don’t have a vero cuoio (“real leather”) stamp.

**Clothing**
Materials are often listed on tags located at the interior neck or waist of the item. Sometimes suits or sweaters have tags located near the bottom of the garment.

**Handbags & Briefcases**
Materials are often listed on a tag inside of the main interior compartment.

**Belts**
Materials are usually listed on a tag inside the belt near the buckle.
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Eco-friendly

Canadian Design

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JANE SUMMER SANDAL

HARMONIC II SANDAL

VEGAN GLADIATOR SANDAL LANA

His
THE NAUTICO MEN’S SNEAKER

MEN’S SNEAKER - SHAMAN/HEMP

MEN’S SUMMER SANDAL

THE HUNGRY ELEPHANT
Charms of Compassion
love - awareness - elevation
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my blood type is ‘cow negative’

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vegan belts since 2001
Vegan Fashion Lookbook
Don’t Just Shop, Adopt!

VEGANCUTS.COM
Alex - The Tree Kisser top, Blake Brody flats
Taylor - The Tree Kisser top, Team Colors by Skinny
Jeans from Modavanti, KEEP shoes
Ashlee - The Tree Kisser top, Blake Brody flats
Jill - Jill Milan Southern California Thoroughbred Rescue top, Jeans by Team Colors by Skinny Jeans from Modavanti, KEEP shoes

Kittens and puppies pictured may still be looking for forever homes. For more information, visit The Anti-Cruelty Society in Chicago.
Megan – Necklace by Mata Traders, sweater by Bella M, Pants and bracelet by 4 All Humanity, Jeffrey Campbell for Convert shoes, bag by The Underground Chic

Christina – Pants and tank by Miakoda, top by Delikate Rayne, bag by CANNA Brazil, earrings by Michelle Starbuck Designs, belt by ZAMRIE, shoes by Melissa for Convert, travel tea mug by Libre tea

Alex – Dress and belt by ZAMRIE, shoes by Melissa for Convert, Michelle Starbuck Designs necklace, portfolio by Jill Milan
Jill – Naketano romper and jacket
Megan – Team Colors by Skinny Jeans from Modavanti, Bella M sweater
Christina – Mata Traders dress, Michelle Starbuck Designs necklace
Alex – Beanie by Bella M, jacket and romper by Naketano, shoes by Melissa for Convert
Taylor – Earrings by Mata Traders, pants by ZAMRIE, sweater by Indigenous from Modavanti
Jill — ZAMRIE top and skirt, Cri de Coeur x Arden Wohl shoes, Bag by Jill Milan
Taylor — Mata Traders earrings, ZAMRIE dress and belt, The Underground Chic bag, and Cri de Coeur x Arden Wohl shoes

Taken on Chicago’s historic LaSalle Street and in City Hall
Date Night
Megan — Daniel Silverstein Dress, Mata Traders earrings, shoes by Cri de Coeur x Arden Wohl, Kisaks Studio clutch

Mikael — Brave GentleMan suit, shoes and tie, and a Treats Quality Apparel shirt
Dress the Part-y
Taylor – Mata Traders earrings, Miakoda tank, Naketano jacket, Hipsters for Sisters clutch, and Cri de Coeur x Arden Wohl shoes

Megan – ZAMRIE top, Cri de Coeur x Arden Wohl shoes; a Mata Traders necklace; and a Kisaks Studio clutch

Jill – Daniel Silverstein top and skirt, Jill Milan clutch, and Jeffrey Campbell for Convert shoes

Christina – Delikate Rayne top, For All Humanity bracelet, Jill Milan clutch, and Nicora Johns shoes

Alex – ZAMRIE top, Mata Traders earrings, For All Humanity bracelet, Melissa shoes, and a Shiraleah Clutch
WE ❤️ A MAN WHO WEARS HIS VALUES
KIND + COOL = ❤️

Mikael – Treats Quality Apparel Shirt, own shorts, and Nicora Johns shoes

VEGAN CUTS.COM
Mikael – Treats Quality Apparel Shirt, own pants, and KEEP Company shoes.
Taken at Daley Plaza in Chicago

VEGANCUTS.COM
Mikael – The Tree Kisser top, own pants
some things are better small... like your wallet
WE ❤️ THESE STYLISH COMPANIES

Djuna Shay
Made in the USA
djunashay.com

Hipsters for Sisters
Hands-free bags inspired to liberate women from their baggage
ethical - sustainable - made in usa
www.HipstersforSisters.com

Etitude
100% organic bamboo basics lightweight. soft. comfy.
etitude.com
Ladies’ Night

Taylor – Claire Farwell London dress, shoes by Melissa for Convert, earrings by Mata Traders

Alex – Claire Farwell London dress, Shiraleah clutch, shoes by Cri de Coeur x Arden Wohl, necklaces, earrings by Mata Traders
EVERYTHING IN ITS PLACE
Jewelry Travel Case

www.PURAPRODUCTS.com
Let’s Go Shopping!

We’d recommend starting off any vegan shopping spree by checking out some of our favorite brands:

Vegan Cuts
Ahnu
Christy Robinson Designs
Cri de Coeur
Cruelty-Free Culture
Djuna Shay
Ettitude
Good Guys Don’t Wear Leather
Grape Cat
Hipsters For Sisters
James & Co.
Jill Milan
k-NO-w Silent Screams
Lavishy
Michelle Starbuck Designs
Moo Shoes
My Biotiful Bag
Pura Botanica
The Hungry Elephant
The Underground Chic
Truth Belts
V Apparel
Vegan Yogi Unicorn
Veganise
VEGAN FRIENDLY SHOPS

HERE’S OUR HANDY LIST OF VEGAN-FRIENDLY COMPANIES, COMPLETE WITH LINKS AND ORGANIZED BY CATEGORY FOR EASY BROWSING.

Women’s Apparel

Arm the Animals
Bruce Heart
Claire Farwell London
Compassion Co.
Cruelty-Free Culture
Daniel Silverstein
Delikate Rayne
Djuna Shay
EcoLissa
Ettitude
Grape Cat
James & Co.
John Bartlett
k-NO-w Silent Screams
Krochet Kids
Mata Traders
Miakoda
Modavanti
Naketano Brave New World
The Herbivore Clothing Co.
The Tree Kisser
Threads for Thought
Troy Cloth & Paper
V Apparel
VAUTE
Vegan Yogi Unicorn
Veganise
ZAMRIE

Men’s Apparel

Arm the Animals
Brave GentleMan
Compassion Co.
Cruelty-Free Culture
Ettitude
Grape Cat
Jaan J.
John Bartlett
Naketano Brave New World
The Herbivore Clothing Co.
The Tree Kisser
Treats Quality Apparel
Troy Cloth & Paper
VAUTE
Vegan Yogi Unicorn
Veganise

Kid’s Clothing

Faux Moccs
Fed by Threads
The Herbivore Clothing Co.
Troy Cloth & Paper
Shoes

Ahnu
ANI Brand
Beyond Skin
Bhava
Blake Brody
Bourgeois Boheme
Coral 8
Cri de Coeur
Good Guys Don’t Wear Leather
Grape Cat
Hooves
Jeffrey Campbell
Kailia
Keep Company
Krze Studio
Love Is Mighty
Macbeth
Melissa
Mink Shoes
Mohop
Moo Shoes
NAE Shoes
Neuaura
Nicora Johns
No Harm
NOAH
Novacas
Olsenhaus
Reneu

Handbags, Briefcases, & Wallets

Amy Kathryn
Angela & Roi
Big Buddha
Claret Handbags
CoolCorc
CoralLlei
Cornelia Guest
Cykochik
Deux Lux
Freedom of Animals
Grape Cat
Gunas
Hipsters for Sisters
Hudson + Bleecker
Jill Milan
Krochet Kids
Lavishy
Matt & Nat
My Biotiful Bag
Namaste Inc.
Pansy Maiden
Pura Botanica
Shiraleah
Stitch & Locke
The Underground Chic
Truth Belts

Jewelry & Accessories

4 All Humanity
Christy Robinson Designs
Djuna Shay
Grape Cat
k-NO-w Silent Screams
Lavishy
Mata Traders
Miakoda
Michelle Starbuck Designs
Pura Vida Bracelets
The Hungry Elephant
Thank You!

SHARE THE LOVE

We hope you enjoyed this peek into the world of vegan fashion! Help spread the kind word by sharing with friends:

[Facebook icon]
[Twitter icon]
Behind the Scenes

Ashlee getting Megan camera ready

Cats Like Scotch taking photos

Behind the Scenes