



"There is no beauty
in the finest cloth if it
makes hunger and
unhappiness" -

Ghandi

RESPONSIBLY GORGEOUS

If you're looking for individual pieces of designer wear and don't want to jeopardize your conscience then.

ONE: Responsibly Gorgeous is the boutique to visit. Hidden away down one of York's many backstreets, this adorable boutique has managed to merge together mid-high end fashion with an ethical standpoint. The ethical clothing sector is rapidly overcoming preconceptions of frumpiness with increasing numbers of new brands and designers proving that shoppers can choose ethically with no loss of style or fashionability.

Located on Peter Lane, ONE has swiftly made a reputation for itself by sourcing all it's fashion from company's that use verifiable organic materials OR Conduct Fair Trade business with Developing countries OR Use locally and ethically produces raw materials OR re-use, recycle and re-invigorate Vintage fashions ONE offers a wide range of fashion, accessories and jewellery from the likes of People Tree, Komodo, Stewart and Brown and Junkie Styling. These names don't regularly register on the high street, but offer the highest quality materials and workmanship.

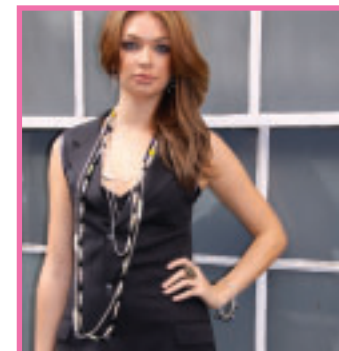
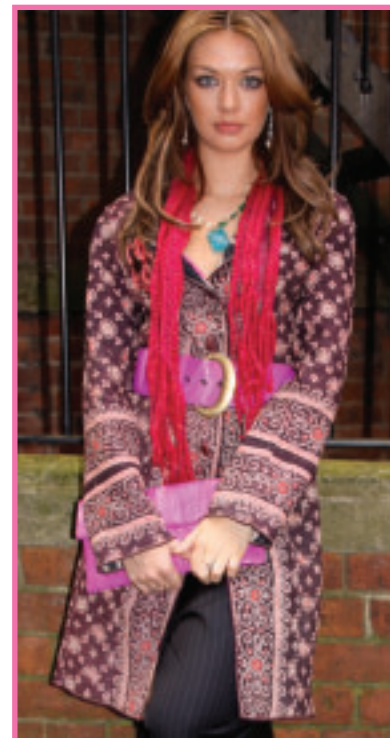
Just two years after the store's opening, owner Anne McCrickard has seen sales flourish with high demand for the Bailey range. With dresses starting from £50, they are made from naturally dyed bamboo fibres giving them an exceptionally soft finish. "Shoppers love the uniqueness of the fashion and the exclusivity of owning something that everyone else does not have. With everything 100% ethically sourced, ONE is the only place in York that can offer this."

If you're ever mooching about York looking for something off the beaten high street track, then slip away down Peter Lane and you'll find ONE.

**Open Monday-Saturday 10.30am-5pm
Sunday 11am-4pm**

**ONE, Peter Lane (next to Superdrug),
York, YO1 8SW Tel 01904 675 987
www.responsiblygorgeous.co.uk
shop@responsiblygorgeous.co.uk**

**10% off all full price clothing
until the 30th November 2009
by quoting Pukka Magazine**



ONE

