



Vivienne Westwood

Vivienne Westwood Autumn-Winter 2017 Gaia Scarf made in Nepal

In pagan times the Greek philosophers asked themselves: what is a good life? Then we forgot to ask this question. Now the answer is staring us in the face! The good life is automatically the life that lives in harmony with Gaia.

The Vivienne Westwood Gaia scarf is handcrafted by master weavers in Nepal, working with FROM THE ROAD, an artisan-driven textile brand. This project is part of the International Trade Centre's Ethical Fashion Initiative (EFI) - which connects artisans from marginalised communities to fashion's international supply chain, enabling them to change their lives for the better by earning a living wage whilst also preserving heritage techniques such as hand spinning, hand weaving and traditional stitching.



The scarf is handwoven in a cashmere and merino wool blend, on a traditional wooden foot pedal loom and then hand embroidered by artisans in the Kathmandu Valley, with a redesigned Westwood orb and 'Gaia the only one' graphic.

EFI and FROM THE ROAD support the work of artisans from the developing world, which promotes the growth of sustainable business in place of aid dependency and creates stability among impoverished communities. This is not charity, this is work.

For more information please contact pressoffice@viviennewestwood.com

Product details:

Available from September 2017 in Vivienne Westwood boutiques in Milan, Paris, across the UK and www.viviennewestwood.com. The scarf measures 70x200cm and is priced at €215/ £185.