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Bjork Would Love Hessnatur by Miguel Adrover

by Jessica Root - Brooklyn, NY on 09.10.08



A fashion blast from the past!

Bjork, the musician who donned that crazy swan dress years ago, would love the German-born, sustainable clothing company, Hessnatur (which we've covered before both here and on Planet Green).

It might sound confusing since Hessnatur is better known for being more like a sustainable J.Crew or Gap—think wardrobe staples like basic tees and cardigan sets—and not your everyday swan apparel.

So why might she like the low-key line, you might ask? Here's the scoop from **NY Fashion Week** and juicy tell-all photos from the show:

Hessnatur's CEO, Wolf Luedge, told us that sick of their granny-style, crunchy granola reputation, they recruited the help of renowned designer Miguel Adrover, to give the brand a major style uplift to their Autumn/Winter line which debuted during NY Fashion Week. And that he did...

The collection is what the old industry adage would describe as, "fashion meets art." Eco-fashionistas, on the other hand, after viewing the collection, would revise that to say, "Where nature meets fashion and art." Upon first glance, the clothing line's display of earthy-meets-glam garb conjures up silhouettes of jungle women, birds (are you reading this, Bjork?), trees and wild animals but looking more closely, intricately woven dresses, sweaters and suits made from all-organic pure merino wool, silk, alpaca, linen and cotton.



The dress that Bjork would dig.

Though the clothes on exhibit are mostly more outrageous art than apparel, some do seem red-carpet ready (Bjork, we hope you're reading!) like this dress made from organic linen, silk and horse hair twill that our intern Emma favors:



More importantly, the show sets the tone for the more youthful and hip Miguel Adrover designed pieces that have good city street appeal and are available for purchase this season. Flipping through their Fall 2008 catalogue, I have to say that I came across some pretty cool pieces that I wouldn't mind having in my closet like this:



Sexy menswear-inspired, cashmere and wool button jacket and wool dhoti-inspired pants.



...And this Audrey Hepburn-like trench coat made from organic cotton.

If you're like me and can't afford Miguel's masterpieces, Hessnatur's regular [Fall offerings](#) include high quality sustainable staples like classic long sleeve tees, hoodies, and jackets ranging from \$30-\$300. And if the prices or the patterns still don't do it for you?

The company's sustainable practices and variety of organic textiles at least serve as a good reminder that it shouldn't be only cotton that we should be concerned about seeing labeled as organic in our closet.

Now if only NY Fashion Week could have more Hessnatures...
