



### STACY FLYNN

When Stacy Flynn flew to China in 2010, she intended to shake hands on a textile business deal but was alarmed by the haze of blue gas that hovered in the air as she hammered out details of the transaction. As a textile executive for roughly 25 years, Flynn realized she was partly to blame for the poor air quality and vowed to realign her business ethics so they meshed with her personal moral code. Enter EVRNU, the radical sustainable start-up she founded in 2014 that uses proprietary technology to create new fibres out of recycled garment waste. Imagine a pile of old cotton T-shirts used to birth a brand-new pair of blue jeans. Considering brands like Burberry weathered boatloads of criticism earlier this year for incinerating \$50 million of unsold clothing, Flynn's solution reads like the magic bullet for solving the problem of surplus clothes. (Burberry announced in September that it has stopped burning.) So far, Levi's, Target and Stella McCartney have signed on, and EVRNU hopes that clothing made out of their fibres will be widely available by the end of 2019. "Expressing ourselves through our dress has always been culturally significant," says Flynn. "Keeping our industry safe into the future is the primary objective." —*Isabel B. Stone*

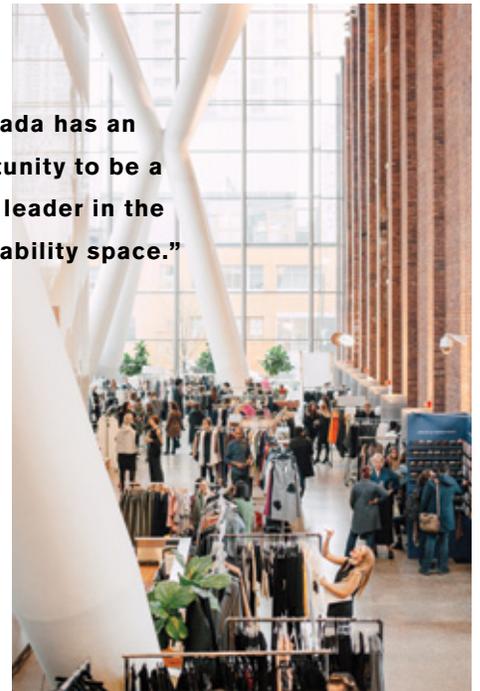
### DOMINIQUE DRAKEFORD

"I've always been an earthy type of chick," quips Dominique Drakeford, the founder of Melanin and Sustainable Style, a website that goes by the cheeky acronym MelaninASS. Drakeford grew up going on family camping trips, and she says her love of pristine nature only strengthened as she grew older. After receiving her master's degree in sustainable entrepreneurship and fashion from NYU in 2013, she did PR for sustainable fashion brands before launching MelaninASS in 2016. Her mission is to "bring Melanin to the forefront of sustainable fashion" by recognizing the contributions that people of colour are making in eco fashion. The site was born out of a "crazy Venn diagram of frustrations," including her irritation that the faces of eco fashion by and large tend to be white women, plus what she sees as a failure of black-centred publications to acknowledge sustainability issues. "I was tired of just seeing people of colour seen as labourers," she says. Drakeford is dedicated to amplifying the voices of women of colour—like Maya Shaw, who sells artisanal ceramic weed pipes in her store SHAW., or Jasmine Offor-Verville, the founder of conflict-free jewellery line Moondust & Me. "No matter your financial situation or your geographic location, this is a global movement for everybody," she says. —*I.B.S.*



PHOTOGRAPHY: MAIN BY ANDREW B. MYERS; DRAKEFORD BY TIMOTHY SMITH; DENIM BY ISTOCK

**"Canada has an opportunity to be a global leader in the sustainability space."**



**SARAH POWER** After years of working in clothing trade shows, Sarah Power sensed that people were "starting to reject mainstream fast fashion." Almost on a whim, she assembled 80 Canadian brands for Inland's pop-up debut in September 2014. Today, Inland pops up twice a year—in May and September—in Toronto. All Inland vendors are first selected for their style and then considered at length for quality of work, web presence and brand story. Interestingly enough, Inland hasn't grown since its debut; its number of vendors has actually been reduced. According to Power, this is because it's important that vendors and consumers are able to get the most return on their investment. Though Inland was born of Power's desire to support Canadian fashion, her real passion now lies in sustainability, something she thinks could be this country's fashion identity. "Our style as Canadians is defined by sensibility, but it's founded in a dynamic and exciting mix of cultural diversity; we're understated but very confident," she says. "With advances in new-tech materials and production methods that operate within a circular economy, Canada has an opportunity to be a global leader in the sustainability space." —*Jacquelyn Francis*