



# Vegan Fashion Showroom opens in L.A.

## Vegan Fashion Week Founder Emmanuella Rienda Opens first ever vegan showroom for clothing and accessories.

Written by Debi Rothenberg on October 25, 2020

Humans are single handedly destroying everything in its path, including our own planet and the wildlife that life among us. Something has to change with the way we live before it's too late. Emmanuella Rienda wants to show consumers different products they can purchase based on ethical alternatives and production processes while also having a place to creatively think of ways to change the world around us.

Due to the pandemic effecting the country in many ways, her fashion show planned for April was moved to October. When Covid-19 cases increased and the thought of the show happening lessened. She began to think about ways that would allow her to show her clothing and accessories but doing so in a way that was safe and allowed. Thus, the idea of a showroom was created.

Reinda works with many different vegan friendly brands including ENDA who uses rose herbs and other flowers in order to die their clothing. Julien Berthier a men's wear fashion company substitutes real wool for plant- based wool from Romania. Sylven New York takes fruit and creates a vegan friendly leather material to manufacture footwear. A luggage brand manufactured by The Sweet TravelLife produces their luggage from recycling materials.

Her goal isn't to just stop at an online showroom or a fashion show. Her ultimate goal is to make it into a retail store. In order to show people who are not yet shopping vegan that they are able to get cute styles but still help animals. She said in an article with WWD "Nordstrom's recent decision to drop exotic skin opened a window for me to get them interested in a new category of products, to promote best alternatives not just for animals, but the planet."



Enda New York botanical-dyed pieces. Courtesy

The change to plant-based meals at award shows lead celebrities wanting vegan friendly styles.

“I wanted to do this in L.A. because we are at the intersection of entertainment and fashion, and I know pandemic or not, there’s going to be a red carpet, even if its virtual.”

Her online showroom allows customers to shop differently than other online stores offer. One doesn’t shop by filtering different categories but instead by the different ethical alternatives and manufacturing procedures. The fashion industry as a whole is spiraling downward and plant-based designers are get hit the hardest. Due to the fact that majority of them are stand alone and use materials that are expensive and hard to come by, Rienda curated this idea to help them.

People need to come together and be held accountable in order to help our animals and our planet. We don’t need to shop fast fashion in order to get the cutest styles, there are other ways to do it and this is just one.



Syven New York’s apple “leather”



A piece from the Sweet TravelLife vegan travel collection. Courtesy