

LADY GREEN: Persona

Shop/Sell + care for your items



Actor 165cm - Normal corpulence
Sportive silhouette

- **Attributes:** Lady Green represents our brand philosophy. Environmentally conscious, politically engaged and socially aware. She embodies the need for sustainability in fashion. Her style is reflective of her personality: punky, rebellious and edgy. A grungey aesthetic, always accented with pops of vibrant colour. She's hard to box in, but her wardrobe is made up exclusively of designers who align with her political and environmental values.
- **Key brands:** Westwood, Marine Serre, Stella MC
- **Key quotes:**
 - "Fashion conscious is fashion forward."
 - "Fashion isn't to die for."
 - "This season is all about making sure there are still seasons."
 - "A killer look, but not literally because it's faux fur. Doing good has never looked so good. "
 - "The planet needs us to dress better. Yes, dress better. And I'm not talking about ditching Ugg boots. I'm talking about buying sustainably. Love your clothes more. And when you fall out of love with them, give someone else a chance to love them as much as you did. Just saving the planet one original [Vivienne Westwood tartan corset] at a time."