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THE [F]ASHIONOCLAST

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Fashionoclast. *n.* Fashion + Iconoclast. 1. One who challenges conventional wisdom about fashion. 2. The principle that fashion shouldn't be a trend, but a means of individual self-expression. 3. Blog dedicated to finding and promoting fun, unusual, unique, fashion products and styles from apparel and footwear to accessories, jewelry, cosmetics, and more.

Site updates (usually) every Tuesday and Friday.

THE FASHIONOCLAST IS...



Frédéric Sisa (editor) - A writer with eclectic interests in art, entertainment, fashion, culture, and politics, Frédéric is a columnist, art critic, and director of operations for *The Front Page Online* as well as a regular contributor to the venerable

WEDNESDAY, DECEMBER 23, 2009

Shanti Boutique: fair-trade jewelry for the eco- and spiritually-minded

by *frédéric sisa*

This week brings a brief eyeball review of a little online boutique I came across a while ago. I've haven't had the chance to handle any of their goods first-hand, but their business model and compassion-driven philosophy is very compelling. In line with [Toms](#) and [Sierra Sandals](#), *Shanti Boutique* is all about doing business with a conscience, that is, with an eye towards improving the world. A portion of the profits generated from the sale of yoga-related jewelry goes towards the [Tibetan Children's Education Fund](#), a non-profit "dedicated to the preservation of Tibetan culture by supporting Tibetan schools and school children-in-exile from their homeland."

Also appealing is Shanti's membership in [Green America](#), which screens vendors for their environmental and social sustainability, and the [Fair Trade Federation](#), a trade association of North American businesses committed to alleviate poverty and supporting sustainable businesses across the world:

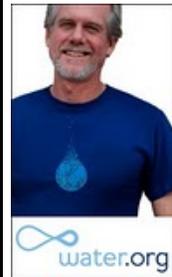
"The Federation envisions a just and sustainable global economic system in which purchasing and production choices are made with concern for the well-being of people and the environment, creating a world where all people have viable economic options to meet their own needs. We seek to alleviate poverty by continually and significantly expanding the practice of trade that values the labor and dignity of all people."



So what kind of jewelry does Shanti sell? Their products span the gamut - anklets, earrings, bracelets, pendants, and toe rings with a yoga, Hindu, and/or Buddhist flavour. Charms feature the "Om" character, yoga poses, and



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- Pleaser Inc.
- Rocky Mountain Western
- Scarlett Glass
- Shanti Boutique
- Sock Dreams
- Terra Plana

regular contributor to the venerable gothic eZine *Morbid Outlook*. He has a [blog](#) and is currently working on two novels and a book of poems.

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Aqua Catlin - a Costume Designer and Wardrobe Department Head for film, music video, and live performance of all kinds as well as a Personal Stylist on demand. She studied fashion and in various roles has dressed celebs including Oprah Winfrey, Serena Williams, Arye Gross, The Worlds Sexiest DJ Colleen Shannon, and Sarah Carter. Aqua is uniquely visual and practical and always looking for beauty, quality and value in her work - and life!

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other charms loaded with spiritual and ecological significance. All of their jewelry is sterling silver; most are handcrafted. Materials used also include vegetarian ultrasuede. I quite like the gentle spirit and style inherent in the jewelry, and somehow I get a much better vibe from Shanti than I do from large retailers like Gaiam. Once I can reasonably justify it, I'll try out some of the anklets and report back.



Of course, if I had been really clever I would have written about this a few weeks when it would have made a difference for your holiday shopping. But there's more to the holiday season than shopping, right? Regardless, Shanti Boutique is the sort of business worthwhile supporting for their good selection of designs and because the only way to get stores to notice that people want products that don't exploit people and the environment is to support those businesses with good practices and avoid those without.

As always, I'd love to hear back from you if you do order from *Shanti Boutique*. Send me pics, feedback, comments...

On a housekeeping note, this will be my last post for the year. I'll be back in January with more Fashionoclastic goodness, including an interview with LOOMLAB founder Jane Henry, bowling shirts, and more. Have great holidays! Namaste!



POSTED BY FREDERIK SISA AT 1:57 PM 0 COMMENTS [LINKS TO THIS POST](#)
LABELS: [BEACH BRIDE JEWELRY](#), [FAIR TRADE](#), [FREDERIK SISA](#), [SHANTI BOUTIQUE](#), [SUSTAINABLE](#)

TUESDAY, DECEMBER 15, 2009

the Tarahumara's awesome running sandals

by *frédéric sisa*



(Click image to enlarge.)

Confronted with these rough-hewn sandals, it might be tempting to turn away, thinking, "hey, these are just leather insoles glued to cut-out rubber outsoles with holes punched through for the leather straps whose knots aren't

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