

# Bamford



Bamford a company founded on feeding a family organically has started to share their lifestyle with the public. Bamford Organic and Bamford and Sons clothing lines hold true to the message of sustainable fashion, but it is produced with the grace of a luxurious edge. Nolcha spoke with Publicist Maira Genovese to find out how one farm was able to perfect the idea of eco-fashion in a global marketplace.

**Lynn Furge:** How did a company that started with the simple concept of growing organic food on their own farm turn into a fashion label that sells and the world's most prestigious retailers?

**Maira Genovese:** The Bamford way is about Truth, Transparency and Trust. These elements work in all aspects of the company. Carole Bamford wanted to feed her family local organic produce so she turned her farm Daylesford green 20 years ago. The fashion labels and the new body line were just extensions of the

overall vision of respect for the environment, care and understanding of the laborers mixed with taste and beauty.

**LF:** How do you incorporate a luxury lifestyle into organic living?

**MG:** We have a commitment to responsible production however, we do believe that organic can still be luxurious. We choose to hand-knit cashmere or dye with vegetable dyes. We also use eco-friendly practices when tanning leather.

**LF:** So what in your eyes makes Bamford Organic?

**MG:** We commission and design goods to be made from artisans, rural communities and small family firms. We keep alive precious traditional crafts and skills. The collection is produced out of respect and concern for the environment. Our goods have intrinsic worth and enduring value.

**LF:** And Bamford has a men's collection called Bamford and Sons as well. How hard is it to make structured menswear organic?

**MG:** The entire collection is made out of the utmost concern for the environment. Bamford and Sons has a division of the line which is solely organic and made from organic cotton and eco-friendly fabrics. The general design revolves around Sir Anthony Bamford's love of historic card as well as the modern British Classics. If a designer uses quality organic materials it is possible to achieve the feel and fit that they desire.

**LF:** Can you explain how some of the labor is outsourced since all is not produced on the farm itself?

**MG:** In India we work with the Lady Bamford Charitable Organization and have created two model villages. They are in phasal development but will benefit from the modern amenities of sanitation, healthcare, schooling and hospitals. Using our Khadi cotton widowed women who need to support their family are taught how to embroider and produce. This gives them confidence in their daily lives as well as the ability to pass on their skills to their children and community.

**LF:** What type of technology do you implement in creating the clothes?

**MG:** For prints, we use embroidery. The threads become the pattern. Using appliquéd gauze, silk embroidery thread and silk tulle the pattern for this spring embraces the beauty of blossoms in a more pure and modern way by trailing lines in almost a necklace fashion down the pieces. The cut work enhances the floral idea... with strips of taffeta sewn together and hand-cut to create layer-worthy brooches and necklaces that were made by hand in London.

**LF:** Now with the emergence of the accessories, home goods, spa and bath and body products a consumer could logistically live a completely Bamford lifestyle.

**MG:** Bamford products are an expression of a lifestyle. We deal in quiet luxury and believe passionately that organic and natural products are better for us. Our bodies are delicate and we need to treat them with care. We are so pleased to be stocked in stores like Bergdorf Goodman and Neiman Markus who support our vision.