



## Bonnie L Siefers CEO/Founder/Designer

Following the footsteps of sustainable designers such as Linda Loudermilk, Deborah Lindquist, Hess Natur and Gudrun Sjögren, Bonnie Siefers has been able to develop her own tailored, sophisticated and contemporary identity with clean-cut and high-end design details. Fashion and textile designer, with graduate degrees in International Business and Art, she founded her own label in 2006, and has been working full-time on her collections ever since. Her interest in apparel design began as a child. She learned handicrafts and sewing both from pattern and free form from her mother. In her honor, a special limited edition annual design, with a portion of the proceeds donated to the Susan G. Komen Breast Cancer Research Foundation, commemorate her mother who succumbed to cancer in 1985.

Jonäno has been covered in magazines including Surface Magazine, WWD, California Apparel News, Luxsure, Spa Magazine, The Wall Street Journal and requested for events like Mercedes Benz Fashion Week Gift Bags and EcoCloset Sundance 2010 Gibson Guitar & Green Lodge. Her designs have been showcased at exhibitions across the US and Canada, Australia and Europe. She collaborated with haute couture, award-winning designer Henry N. Jackson on select ready to wear pieces for her Fall/Winter 2010 collection. She was awarded Natural Collection admittance of her trademarked textiles ecoKashmere® and eColorgrown® into the prestigious textile resource, Material ConneXion's four libraries in New York, Bangkok, Cologne and Milan.

*"The handicraft process and quality tailoring are very significant to my aesthetic, and I have a passion for traditional arts and crafts techniques. For me it is the absolute challenge. I call my aesthetic 'organic essentialism' emerging naturally out of the slow fashion movement. Essential and minimal design techniques underpin the collections, and lay at the heart of my creativity. My love for Old World craft and culture takes form in embellishments such as hand-tied crochet and tating, watercolor dye technique and hand-embroidery. Jonäno honors and supports Cooperative Artisan workers who are paid fair wages and often work from home rather than in factories. The fair labor element is essential to sustainable design." - bls*



The fabrics used in Jonäno collections come from crops like bamboo, flax, cotton, hemp, waste corn and wild "peace" silk. They are carefully selected for their value-added sustainability factors such as certified organically grown, renewable, biodegradable, fast-growing, erosion-preventing, and hardiness of the resources. Jonäno's choice of a green and socially responsible fulfillment center emphasizes a commitment to environmental sustainability and social responsibility.





Jonano in WWD MAGIC August 2009



ecoKashmere® featured in Surface Social Fabric Cover Story July 2007

### Why go Organic?

Conventional textile crop production is one of agriculture's most environmentally destructive activities, taking an enormous toll on the air, water and soil, as well as people living around pesticide laden fields.

**Conventional Cotton** uses approximately 25 percent of the world's insecticides and more than 10 percent of the pesticides (including herbicides, insecticides, and defoliants). In the U.S. alone, 84 million pounds of pesticides were sprayed on the 14.4 million acres of conventional cotton grown, ranking cotton second behind corn in total amount of pesticides sprayed. The Environmental Protection Agency (EPA) listed 7 of the top 15 pesticides used on cotton grown in the USA as possible human carcinogens.

**Organics** are grown using methods and materials that have a low impact on the environment.

*"A pure, natural environment is vital to us all. Organics are not only gentle on the skin, but also safer for the people who make the clothes, the farmers who grow the crops, and for the environment." -bls*

### What is new with Corn?

The company is licenced to work with DuPont in developing new collections of bamboo corn based fabric blends.

**Maïsse™ Collection** blends Sorona®, a renewably sourced fiber from DuPont, with viscose from bamboo. This helps reduce dependency on oil and petrochemicals, uses 30% less energy, and reduces CO2 / greenhouse gas emissions 63% over the production of an equal amount of nylon.

### What is the Colorgrown Revolution?

*"Just like tulips come in many colors, organic cotton now is cultivated to grow in a broad palette of natural colors." -bls*

Organic cotton grows in natural colors from the seed, ranging from creamy whites to sage greens to camel beiges to russet browns.

**eColorgrown® Collection** embraces the newest techniques for nurturing heirloom colorgrown organic seeds, and draws inspiration from handcrafted artisan work that has been passed down through the generations.



Fashion Photography Jeff Swensen

## Mission Sustainable From Seed To Sewn

Since 2005, the the design and production team has traveled extensively throughout the USA and Canada, Central and South America, Europe, India, Africa and Asia searching out the best organic farms, mills, cooperatives and factories to create the collections. The textile labs are constantly developing and discovering new cutting edge eco fabrics and dye techniques.



E X W H O I R K A N D  
I B I T I O N S

- LA Fashion Weekend Sunset & Gower, USA - 2010
- THE TRAIN, New York, USA - 2010
- MAGIC WHITE, Las Vegas, USA - 2010
- LA Fashion Corner Caring with Style Eco-Friendly Fashion Show, Hollywood, USA - 2010
- PFW Moving Fashion Forward Fashion Show, Portland, USA - 2010
- MAGIC ECOLECTION, Las Vegas, USA - 2010
- Fashion Exposed, Melbourne, AUSTRALIA - 2010
- MAGIC ECOLECTION, Las Vegas, USA - 2009
- Fashion Exposed, Melbourne, AUSTRALIA - 2009
- JAM, Cologne, GERMANY - 2009
- MAGIC ECOLECTION and Fashion Show, Las Vegas, USA - 2008
- LA Fashion Market, Los Angeles, USA - 2008
- WWIN, Las Vegas, USA - 2008
- Stylemax, Chicago, USA - 2008
- F.M.N.C, San Francisco, USA - 2008
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- Stylemax, Chicago, USA - 2007
- F.M.N.C, San Francisco, USA - 2007
- WWDMAGIC and Fashion Show, Las Vegas, USA - 2006
- Stylemax, Chicago, USA - 2006
- EPIC, Vancouver, CANADA - 2006

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