



THE
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AIR

Weaving her magic

How renowned environmental advocate and entrepreneur **Suzy Amis Cameron** aims to tackle fashion's ongoing environmental issues with her latest venture

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“We’ve known for a long time that fashion needs to change – and so many people and organisations have tried to move the needle – but the systems underneath it all have been slow to shift.” Suzy Amis Cameron knows this as well as anyone; the former model and actress recast in her role of sustainability pioneer some thirty years ago, when she decided to dedicate herself to not just learning all she could to care for the planet but to put it into practice.

In 2009, Suzy launched Red Carpet Green Dress (RCGD), a global initiative devised in partnership with the Oscars that brought environmentally responsible clothing to the red carpet, the likes of Léa Seydoux and Naomie Harris donning spectacular gowns in the spotlight of the world’s media.

Before long, RCGD also created its own fabrics and materials, a precursor to Suzy’s latest project, Inside Out (IO). A purpose-driven company, its mission is to design ecologically responsible and ethical solutions across six key sectors: science, research and technology; food; education; media; wellness; and fashion, textiles and home.

“Sustainability has become a buzzword, sometimes without the depth or clarity needed to truly transform things. And while there’s been beautiful progress in some areas, we still see so much overproduction, waste, and reliance on harmful materials,” says Suzy.

“At Inside Out, we believe it’s not because people don’t care. It’s because the systems haven’t supported better choices. True change requires looking at the whole picture: how we grow fibres, how we treat workers, how we value clothes and the people who make them. It’s time to move from surface-level efforts to deep, structural transformation. That’s the work we’re committed to every day – with love, creativity, and collaboration at the centre.”

Suzy hails IO Fashion Textiles Home as the natural next step along the pathway set by RCGD. “It takes the values of RCGD and applies them on a larger scale – into education, product development, material science, and consumer awareness. It’s still about beauty, but now it’s whole beauty with deep roots.



This page: Suzy Amis Cameron

“But RCGD was the spark. What began as a way to bring sustainable fashion into the spotlight – literally, on the red carpet – became a decade-long journey of learning, listening, and imagining.

“Through RCGD, we worked with everyone from young designers to established scientists, building a community rooted in both creativity and responsibility. It taught us that culture has the power to shift systems and that visibility can drive action.”

‘Action’ is the operative word. Without it, claims of greenwashing are amplified. “Greenwashing is difficult because it often comes from good intentions,

but when environmental claims aren’t backed by action or accountability, it can lead to confusion, distrust, and even harm,” believes Suzy. “It makes it harder for consumers to make thoughtful choices and for the changemakers doing the real work to stand out. “We launched IO Fashion Textiles Home because we believe fashion can be a force for good – and we want to help build the kind of industry that reflects that. For us, it’s about weaving sustainability into the very soul of a business. It’s not an afterthought or a label – it’s part of every decision, every design, every partnership. “We believe in working hand-

in-hand with farmers, designers, scientists, and storytellers to create a new kind of fashion system, one that prioritises circularity, fairness, beauty, and integrity. And we lead with a spirit of generosity: sharing what we learn, listening deeply, and welcoming others into this movement of reimagining what’s possible.”

Welcoming others extends to brands, the likes of Sheep Inc., the world’s first carbon-negative fashion brand, and WRAD, a pioneer in sustainable product development and consulting. “We collaborate with companies and creators who are curious, courageous, and deeply committed to doing things differently. It’s one of the most joyful parts of our work.

“With Sheep Inc., we’re exploring what a fully traceable, regenerative wool supply chain looks like. and how their practices can inspire change across the wider IO ecosystem.

“With WRAD, we’re creating beautiful, meaningful educational content that brings sustainability science to life, especially for young people. Their creativity helps us connect in ways that are fresh and unexpected.

“Storytelling is at the heart of everything we do at Inside Out. People don’t fall in love with data – they fall in love with stories. Stories help us remember why we care, and they help us connect the dots between personal choices and global impact.

“We use storytelling to humanise the fashion supply chain, to celebrate innovation, and to lift up the voices of communities who often go unheard. When people hear those stories, they feel something. And that feeling becomes the spark that leads to action. That’s how movements grow.”

Reaching young consumers in this way, their ideas shaped by fast fashion and social media influence, is key. “We believe young people are some of the most powerful changemakers in the world,” states Suzy. “They care deeply, they’re incredibly resourceful, and they’re already asking bold questions. We just need to meet them with tools that resonate.

“Inside Out’s Education and Media teams are creating vibrant, engaging content that lives where young people live – on their screens, in their communities, and in their conversations.



These pages, from left to right:
Sheep Inc.

“We believe fashion can be a force for good and we want to help build the kind of industry that reflects that”

We want to inspire curiosity and confidence, showing that choosing sustainable style doesn’t mean giving up creativity or joy. It means stepping into a more connected, empowered way of living. And we always remind ourselves: we’re not just shaping consumers. We’re nurturing future designers, educators, voters and leaders. What an honour.”

For Suzy, what constitutes success is crystal clear. “Success is generational. We want to create products and systems that leave things better than we found them – safer for children, kinder to the earth, and rooted in care.

“Five years from now, we hope to see a thriving web of brands, educators, innovators, and lawmakers working together with aligned values. We hope to see clothing made without toxins, supply chains powered by transparency and trust, and laws that protect both people and the planet.”

Fuelling her optimism for clothing

are exciting innovations in textiles.

“The move toward plant-based, biodegradable, and regenerative materials is truly inspiring. From low-impact dyes to closed-loop production systems, we’re seeing ideas come to life that once felt like science fiction.

“I would love to help shift the heartbeat of the fashion industry, from one based in extraction and convenience, to one grounded in regeneration, responsibility, and respect.”

That shift begins with listening, with asking questions. “What are the real costs. What are the deeper possibilities? We design systems, garments, and frameworks that aim to leave a legacy we can be proud of. And we always return to this idea: we’re not just making clothes. We’re helping shape the world our great-grandchildren will inherit.”

With Suzy Amis Cameron at the helm, we might finally be heading in the right direction.

