

When Meghan Markle stepped off a plane in Australia wearing a pair of skinny jeans by Outland Denim last fall, a group of women 4,000 miles away in Cambodia were about to have their lives changed overnight. The brand, which employs women rescued from sex trafficking, instantly exploded—opening up more jobs. “The core of our business is about giving opportunity to vulnerable women, and for Meghan to align so closely with that has been huge,” says founder James Bartle. Whether carrying a purse that helps fund vaccines or wearing diamonds “mined” in a laboratory, Meghan is making conscience-driven style choices in a way no royal ever has. “She embodies all of the feeling about what the new luxury is,” says one of her go-to jewelers, Pippa Small. “The old way isn’t sustainable. She is an amazing role model for moving us forward.”

Meghan's Magic Touch

Meghan wore rings by ethical jeweler Pippa Small in October.



FROM RECYCLED SNEAKERS TO JEWELRY WITH A PURPOSE, THE DUCHESS OF SUSSEX IS BOLDLY USING FASHION TO CHANGE LIVES

By **MONIQUE JESSEN**

Jewelry Handmade by Afghan Artisans

Since wearing Pippa Small jewels to Princess Eugenie's wedding in October, Meghan has stepped out in several pieces from the jeweler's collaboration with Turquoise Mountain Foundation, an Afghanistan-based charity founded by Prince Charles that supports local artisans in war-torn Kabul. Meghan's father-in-law "is very proud from what I understand," says Small, who notes that after Meghan wore her Nosheen Stud Earrings, sales soared.

Pippa Small earrings, \$60

Outland jeans, \$195



Sustainable Sneakers

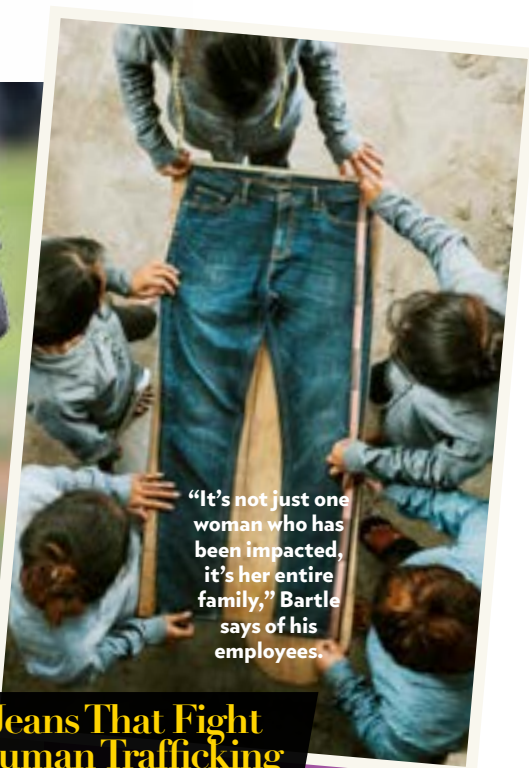
In her most casual royal look to date, the mom-to-be wore Parisian label Veja for a Sydney Harbour boat tour last fall—and instantly set off a frenzy for the small brand. Made from sustainable leather, organic cotton and wild rubber from the Amazonian forest, they are the only sneaker brand in the world to use B-mesh, a fabric entirely made from recycled plastic bottles. (Other materials include the skin of tilapia fish and a leather-like material made from curdled milk.) Veja's Instagram received more than 21,000 "likes" on the day Meghan wore their V-10 style.

Veja sneakers, \$150



Jeans That Fight Human Trafficking

After Meghan wore Outland Denim's Harriet jeans six times, sales increased a whopping 640 percent, enabling founder James Bartle to hire 46 new seamstresses—victims of sex trafficking and forced labor—in his Cambodian factory. "To come from their situation to one where they are making jeans fit for a princess, that's a big deal," says Bartle. It's not the first time Meghan's jeans have changed lives: Hiut Denim Co. received such global recognition after she wore its Dina jeans last year that the company has also added jobs, breathing new life into the small Welsh town of Cardigan.



"It's not just one woman who has been impacted, it's her entire family," Bartle says of his employees.

Eco-Friendly Sundress

Touring Australia in the fall, Meghan and Harry brought attention to threats facing the ecosystem there—and Meghan's "Pineapple" sundress by U.S. label Reformation reflected the issue. Using only repurposed vintage clothing, salvaged "deadstock" or new sustainable fabric, the brand sends out quarterly sustainability reports to their customers. "We are thrilled that Meghan is promoting sustainable fashion," says founder and CEO Yael Aflalo. "It helps educate people that 'green' fashion doesn't mean sacrificing your style."

Reformation dress, \$218



Feel-Good Bracelet & Ring

Bar Jewellery founder Sophie McKay had been hoping to catch Meghan's eye with her "minimal and elegant" designs—including the "Ripple" bracelet the duchess debuted on Jan. 14. "I think she bought it from our website," says McKay, who uses recycled silver and largely avoids chemicals in the manufacturing process. The same day, Meghan wore a "Crescent Moon" ring by i+i Jewellery, which donates 10 percent of all profits to the Indian charity Set Beautiful Free. "There is a growing shift toward making more mindful purchases," says founder Kirsty Patterson.

i+i ring, \$245

Bar Jewellery bracelet, \$310



Clear-Conscience Diamonds

At an outing on Jan. 10, Meghan became the first royal to wear lab-grown diamonds, which are made using renewable energy and are far less damaging to the environment than traditional mined diamonds. "She is definitely very modern," says Jessica Warch, cofounder of Kimai, the British brand behind Meghan's bold dangle earrings. (Yes, they fit a single piercing.) "Most royalty go for established brands. She's open to new industries and how to do better. It's been amazing."

Kimai earrings, \$800 per pair



DeMellier purse, \$395



Bags That Fund Vaccines

For her first major royal outing in January 2018, Meghan carried the Mini Venice bag in "forest grain" by DeMellier, a British brand with feel-good vibes. For every bag sold, they donate a set of vaccines for orphaned children in Somalia and Zambia. "We've been doing it for over five years—we've funded over 45,000 vaccines so far," says founder Mireia Llusia-Lindh. "Meghan is sending a powerful message to customers and to businesses about giving back."