

grass roots

Wave talks to the people behind independent companies with world-changing ideas. This issue: Alexandra Bramham, founder of Biome Lifestyle

What was the inspiration behind setting up Biome?

Before Biome Lifestyle was launched, I felt there was a marked distinction between 'stylish' and 'green' and I didn't understand why the two concepts were so rarely united. Biome Lifestyle is a desirable compromise – contemporary designed homewares for people who want to live in a stylish home, whilst minimising their 'environmental footprint'.

What's been the biggest challenge you've faced?

Time and hands – there never seems to be enough of either of them! The past couple of years have flown by...

What's been your biggest success?

I'm proud to maintain an eco-friendly and ethical policy while demonstrating that you can live in style. It is a bit of a paradox, and I recognise that consumerism itself has a negative impact on our environment. However, I am rational and believe that whilst I will not change purchasing habits, I can (through the creation of demand) change the way in which goods are manufactured, distributed, and consumed in order to further protect our environment.

What skills do you need to succeed in ethical retail?

Determination and tenacity – you have to keep going even when the going gets tough! Additionally, I have had to develop my financial management skills to ensure everything I want to do is affordable and that I won't have the bank on my back – my monthly net cash balance needs to remain positive as I keep reinvesting in the business to bring new products to the site.

Who are your heroes?

In business, I have to admit I am very impressed by Anita Roddick's early career – she was so passionate, committed and brave enough to try something different. Otherwise, (apologies for the clichés) but my every day heroes are my dad and boyfriend – my dad for showing that no matter what happens in life, you have to keep on trying and my boyfriend for his continual optimism and support.

Find Biome Lifestyle online at www.biomelifestyle.com, call 0207 6904280 or email info@biomelifestyle.com



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Holistically Speaking

Interested in alternative living? Like to listen to talks on holistic subjects? Do you enjoy talking to like-minded people?

Then you are warmly welcomed to Holistically Speaking, a monthly meeting of the alternative community in central Brighton.

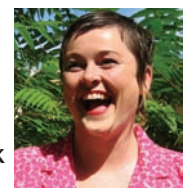
For £5 you can listen to speakers talk about holistic subject. This is an opportunity to meet new people, see familiar faces as well as have a cup of herbal tea in a lovely venue.

Where: Room 4, Friends Meeting House, Ship Street Brighton (first floor sorry no lift)

When: Thursday 5th October, Thursday 2nd November, Thursday 7th December

How: £5 on the entrance

Contact: Jaynie on holisticnetworking@hotmail.co.uk



If you are practicing in an alternative profession please do bring along some marketing information as this will be compiled and given to all attendees at the end in the latest copy of Wave magazine.