

A LOOK FOR A LIFESTYLE

[CONTINUED FROM PREVIOUS PAGE] holiday lets. Since restoring it, they have won a gold award from the Green Tourism Business Scheme, which evaluates environmental credentials, and the couple think it's been great for their seven children as well. 'All this outdoor space is fantastic for the kids. We go kayaking around the lakes and camp overnight in the forest. The views are incredible, and I love walking through all the untamed woodland.'

Despite being busy with a large family and running the holiday lets, Jeronime is an active member of the Keswick community. 'I think it's important to get involved, and it's a good way to get to know people. My own little philosophy is to be community centred and environmentally positive - to think in terms of the bigger picture and how everything interconnects.'

Jeronime reckons one positive aspect of the recent financial downturn has been the mass movement towards sustainability, with people growing food, doing home crafts, and becoming interested in conserving what they have.

'It's made us reevaluate our way of life - I want to make sure I'm putting my pound in the right place. Keswick doesn't have the largest range of clothing shops, so I often shop online to find fashionably conscious clothing. At the moment it's still a specialist field, but as a country we're taking more interest in where things come from and pride in British-made produce. I need clothing to be practical, and I'm just getting the hang of layering - which you definitely need for a winter in the north!' □



FASHION POINTER

Belt up in classic British tweed for a sophisticated look that'll see you through from day to night.



FASHION POINTER

Our favourite must-have accessory this winter is a woollen snood - chic, cosy and so easy to wear.



LEFT Tweed coat, £295, S-XL, Izzy Lane (01748 813695; www.izzylane.com). Lambswool scarf, £18, Celtic Sheepskin, as before. Vegan boots, £120, 3-8, Bourgeois Boheme at Fashion-conscience.com, as before. Tights, TightsPlease, as before
BELOW Wax jacket, £145, 8-20, Celtic Sheepskin, as before. Linen blouse, £155, 6-16, Eloise Grey (01252 745461; www.eloisegrey.com). Jeans, Monkee Genes, as before. Wellies, Hunter, as before. Snood, £75, The Toft Alpaca Shop, as before
BELOW LEFT Dress, £95, 8-18, Brora (0845 6599 944; www.brora.co.uk). Cardigan, £75, S-L, and leggings, £35, S-L, both Liv (01386 791055; www.liv-uk.com)

GO GREENER

■ **BUY LESS** and choose things manufactured and grown locally if you can.

■ **REDUCE YOUR WASTE**

When you shop, ask yourself: 'Can this eventually be recycled, up-cycled or composted?' If the answer is no, think twice before you buy.

■ **DE-TOX YOUR HOME**

Buy non-toxic cleaners or make your own.

■ **CONSUME LESS FUEL AND WATER**

Minimise car use, turn down your thermostat, install water widgets - and switch to an energy provider that offers green packages.



FEBRUARY SALE 4