



ISSUE 2

Style

FASHION

LETTER FROM THE EDITORS

In this issue, we explore sustainability in the fashion industry and share how to navigate through the issues as a consumer.

We understand not everyone has the same background or knowledge to incorporate sustainable practices into their life.

We acknowledge that living sustainably doesn't have to be all-or-nothing. Each person can take their own route and pace to do what they can.

We felt compelled to explore fashion as an industry and its impact on the planet. What we wear can be a means of expression, from solidarity to rebellion.

We try to be intentional in our purchases because under capitalism, money is political. We understand not everyone can afford to live sustainably and that, ultimately, there is no ethical consumption under capitalism.

We try to use our money to support local businesses to build the community and buy sustainable options when we can.

We appreciate your endless support and hope you enjoy the issue. Stay Frothy.
- Emily & Victoria

Note from Emily <3

"I grew up in a white, conservative town, which made my journey difficult with understanding, loving and being open with my true self. However, once I began fully accepting my sexuality, I also began to embrace fashion as a means of expressing myself. During this time, I was also becoming more involved in activism and learning about sustainability. After learning more about the effects of the fashion industry on the environment, I started to source my clothes from thrift stores. This opened a whole new world for me of the joy of sifting through clothes and finding a unique piece that is special to me. Continuing my journey with both sustainability and expressing myself, I came to understand the nuances with not only the fashion industry, but with thrifting and sustainable means of sourcing clothes."



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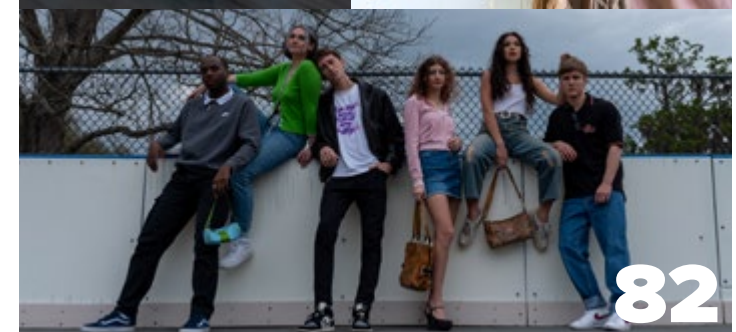
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STAFF YEARBOOK



EMILY LUBE
She/They
Editor in Chief
Read Frothy and share what you learn with your friends and family!
[@smushyslugs](#)



VICTORIA VARGAS
She/They
Editor in Chief
Like cropping your shirts? Save the scraps to use for rags or patchwork!
[@tooorio](#)



MALYNA REED
She/Her
Creative Director
Sustainable lingerie is tricky, and often not as size inclusive. If you're a bigger frame, consider investing in some top pieces from brands that fit you well and then explore sustainable brands from bottoms as bottom pieces are generally a bit more size inclusive!
[@malyna.jpg](#)



ENRIQUE TEFEL
He/Him
Creative Director
Approach thrifting with a positive mindset. Finding good pieces can feel like winning the lottery, but it happens and it is worth the effort every time.
[@enriquetefel](#)



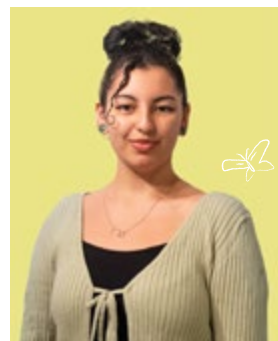
JULIA COLLINS
She/Her
Writer
Layer that piece in your closet you never wear! Try to find one outfit it looks good in.
[@juliacollins05](#)



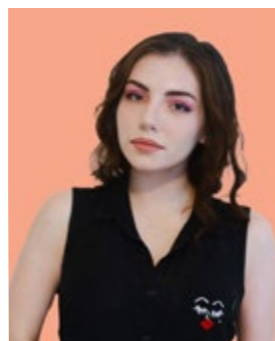
TIFFANY FRIED
She/Her
Writer
Dye old clothes to revamp them!



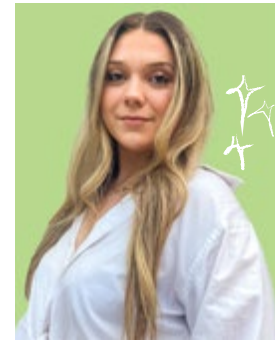
ISABELLE GARCIA
She/Her
Writer
Swap don't shop! Try to share clothes with your friends to reduce the amount you buy. :)
[@isabellekgarcia](#)



VALERIE IZQUIERDO
She/Her
Writer
Care for your garments and shop for clothes mindfully.
[@thirdeyevale_](#)



AVA LOOMAR
She/Her
Writer
Don't fall for greenwashing. If a company is actually sustainable, they'll have more research out there than an ad campaign.
[@whosava](#)



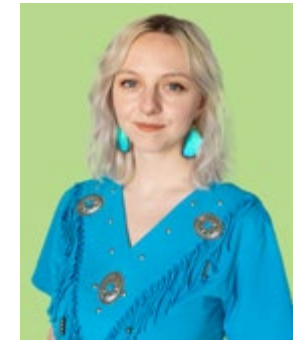
HALEY MUELLER
She/Her
Writer
Before you breakup with a piece, try to find a new way to style it — you might just inspire yourself.
[@hales.mu](#)



ALEAH JONES
She/Her
Lead Designer
Knowing how to sew (or knowing someone who can) I find to be one of the best ways to upcycle clothes.
[@ajpancakes](#)



DINA COLETTI
She/Her
Designer
Shop local & sustainable brands!! The \$5 tank top from that fast fashion site is NOT worth it.
[@dinacoletti](#)



SPRING COLLINS
She/Her
Designer
Never underestimate the power of some rhinestones to re-breathe life back into old clothes.
[@finding.spring](#)



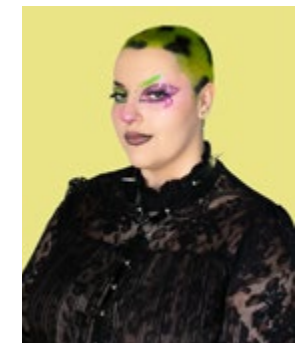
JANE PHAM
She/Her
Designer
It's better to spend a little more on brands you trust/know are sustainable, than to buy into fast fashion. Thrifting is always an affordable, sustainable option! :)
[@jpham.photography](#)



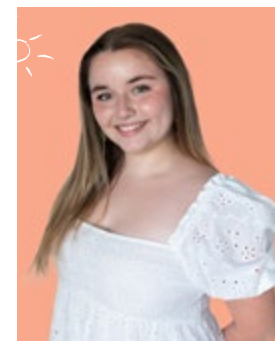
CASSIE URBENZ
She/They
Designer
Whenever you get more clothes, always keep in mind what you have!! A new (to you) piece can refresh things you haven't worn in a while.
[@cassarroll](#)



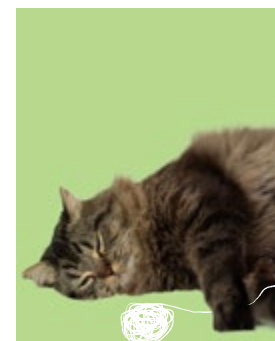
ADRIANA ZARATE
She/Her
Designer
Buy items you can easily make versatile!
[@conamornena](#)



GREYSON GRAHAM
They/Them
Makeup Artist
Never doubt the transformative powers of scissors, safety pins, and paint.
[@greythecolour](#)



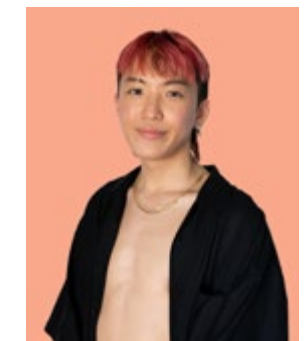
KAYLA CASILLAS
She/Her
Social Media
Overconsumption makes Earth sad — only buy, wear and keep the items that make you happy!!
[@kaylacasillas](#)



GEORGE CAT REED
He/It
Morale
Don't wear clothes. I prefer to wear just a collar.



MORGAN ELLIOTT
She/They
Honorary Intern
Ask your friends for advice on styling pieces you're stuck on! Another set of eyes can help you reimagine your wardrobe where you may otherwise get rid of things.
[@morgyfresh](#)



KHOI VU
Any, He/Him fine
Honorary Intern
~Steal clothes from your friends and family~
[@khoihvu](#)

THANKS

Thank you to every single person who contributed their time and talent to this issue. Frothy Magazine was made to build a community and share ideas for a more sustainable way of life. We love our Frothy Fam, and this issue would not have been possible without you.

Thank you to Thrift Club UF for co-hosting our clothing swap in March with us.

Thank you to our wonderful models*, who helped us produce a sustainable fashion magazine by letting us invade their closets when ours didn't suffice.

*Alex Armstrong, Arlie Birket, Marcella Bolenbaugh, Dina Coletti, Justin Docal, Afreka Ebanks, Morgan Elliott, Greyson Graham, Ava Johnson, Euclid Joseph, KJ MacEachern, Mary Nguyen, Cole Norton, Grace Romo, Nicole Sotomayor, Gen Wilkins, Sara Zandy.

Clothes we couldn't find were bought or borrowed from some of our favorite local sustainable businesses. Thank you to the local brands who contributed pieces for this photoshoot.

The How Bazar

Flashback Recycled Fashions

The Heart Of Gainesville Thrift Store

Frothy Magazine started in the heat of summer 2020, right smack in the middle of a pandemic. Our first issue was made in our homes, which are just down the street from one another. When we decided to expand our team for the second issue, being safe in a pandemic was **our first concern**.

All collaboration with our team, from our first brainstorming session to the final approval for layout design, was done remotely. Thank you to Zoom, Slack and Facetime for helping us through it!

For any in-person activity, like our photoshoots, each model and Frothy staff member was tested for COVID-19 within the week of the scheduled activity. All staff and models were required to wear a mask unless actively having their photo taken for the entirety of the photoshoot.

At our clothing swap, we hosted the event at a park to allow for adequate social distancing, as well as providing hand sanitizer and gloves for safe browsing.

We understand the privilege we had in creating this magazine. We hope to always use our platform and resources to **serve** and **educate** our community.

COVID-19 STATEMENT

WHAT WE BUY



Our identity is often shaped by what we buy. What we consume, from what we eat and drink, to what we put on our face and body, all impact how we see ourselves and the world.

What we buy also impacts the planet.

In this section, you'll learn about the ethics of shopping secondhand, profiles on local sustainable brands and, often, how shopping sustainably is a luxury.

What we buy matters. In a country run by capitalism, our purchases often say a lot about our values. Living sustainably is not an all-or-nothing practice. We must analyze the ways our different identities and experiences intersect that impact how and what we buy.

THRIFT: BUT MAKE IT ETHICAL

Written by *Haley Mueller*

Photography by *Malyna Reed & Victoria Vargas*

Spread Design by *Dina Coletti*



The goal of sustainable living is to leave the smallest mark on this earth and the lowest impact on our global community. It is obvious that the rising trend of buying clothes secondhand seeks to eradicate the carbon impact made by fast fashion, therefore fulfilling the first part of the goal of sustainability. However, there is debate whether the thrift bandwagon has negative impacts on our global community, such as low-income families who rely on affordable clothing found at discounted stores.

INTENTIONS MATTER

We know that thrifting is sustainable, but is it ethical? The answer is a bit complicated. When it comes to shopping secondhand, your intentions really do matter. With the rise in popularity of so-called “vintage” wardrobes, you will find that people have made a business out of clearing the aisles of Goodwill or Salvation army just to resell their finds on Depop or eBay. This is an example of how thrift culture can become distinctly unethical and negatively impact the greater community.



However, there is a stark difference between resale and repurposing. Repurposing articles of clothing, glassware or fabrics found in major thrift stores to make new designs or pieces is completely ethical. It creates a healthy cycle of finding the purpose in the forgotten.

This practice, known as “upcycling,” is not simply cropping a T-shirt or polo; it is using artistic license to reimagine an existing piece to make it personalized.

Sewing a bucket hat from thrifted blankets. Painting a pair of worn-out jeans. These are sustainable ways for creatives to lessen their environmental impact by refusing to buy fabric from huge corporations.



FROM CHARITY TO CORPORATION

Huge corporations that have a hand in the thrifting market, like Goodwill, have caught on to the thrift craze and have sought to make a profit from it. We know that we bear the burden of ethicality when it comes to our personal motives and intentions in shopping in Goodwill's. The question is, as prices rise due to the popularity of second-hand shopping amongst the middle-class Gen Zers, are the consumers at fault for the price increases, or are the corporations?

It's important to understand that when you donate to Goodwill, it is picked through. Pieces that are determined "sellable" are put into distribution centers or stores. Some are sent overseas to developing countries. Some are sent to landfills.

According to an article published in online magazine Fashionista, 11% of clothing items donated to Goodwill were sent to landfills after being deemed "unsellable." This figure is a conservative number, and some estimates suggest it could be as much as 80% of discarded garments ending up in landfills. Goodwill only donates 12.5% of the profits from the free product they receive, according to an article in the Non-Profit Quarterly.

The truth of the matter is that Goodwill is a corporation and not just a charity organization. However, it is a needed commodity, as it is a network of accessible and affordable clothing retail for low-income families. It is the retail corporation's responsibility that the quest for profits does not deter from the mission of serving these families.





"WHEN IT COMES TO SHOPPING SECONDHAND, YOUR INTENTIONS REALLY DO MATTER."





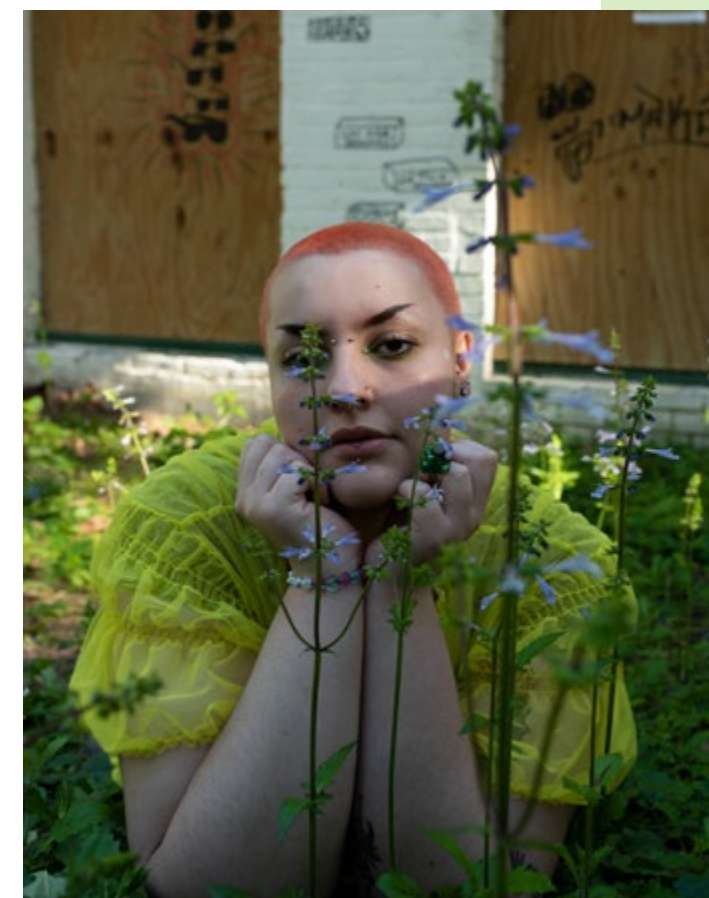


SO, IS MY THRIFT ADDICTION ETHICAL?

When I was younger, my dad and I would wake up early on Saturday morning and roam around the suburbs for garage sales. He would call these excursions treasure hunts in which we would find the “treasure” in another’s “trash,” as the saying goes.

We should remember, thrifting is about treasure hunting, not about grabbing whatever is relatively “trendy.” Think of thrift stores as a place to find “original pieces” for your closet that spark joy and make you excited to wear them, not to Marie-Kondo the act of thrifting.

Try your best to also “treasure hunt” for the local thrift stores that support smaller charities. This way you know exactly where your money is going and feel the joy of supporting your surrounding community.



But please, stop selling items you’ve never worn on your Depop (or other clothes selling platforms) after cleaning out the aisles of your local thrift stores. Recognize the privilege you have to have access to great thrift stores that carry items we deem “trendy” at an affordable price. Be empathetic and respectful to those in your community who don’t have the resources to buy new clothes if they wanted to.

Understand that thrift stores are there for the community: take what you need for yourself, leave what you don’t for the next person.

As you keep these things in mind you can keep thrifting - getting a good deal and finding a cool conversational piece is inherently exciting; And, not to mention, sustainable. ♻️



THE NOT SO URBAN LEGEND;

URBAN THREAD

Written by *Julia Collins*
 Photography by *Victoria Vargas*
 Spread Design by *Adriana Zarate*



It was one of those Southern Saturday afternoons where everything moved in slow motion. The air was thick with smiles and dollar bills passed through the heat hovering between sweaty hands. This South Carolina flea market was peacefully chugging along its Saturday business, when a cop pulled up and brought the sluggishness to an abrupt halt. A Chico's representative browsing the market had called the cops on a woman named Lilly selling secondhand Chico's clothes.

The woman was taken into the police station, and she got to explain her side of the story. She had bought the clothes online on a whim from a Chico's employee selling them. Evidently, that employee was fired, as he was supposed to donate those clothes to charity. Corporate Chico's reached out to Lilly and made an agreement with her. Since she had success reselling the clothes (she made over \$400 that day) they would sell her the clothes directly. Lilly's first business deal was made. Lilly, now the founder and owner of Urban Thread, a secondhand clothing shop in Gainesville, had the nagging thought in her head about vintage clothes for years before the Chico's calamity.

"That was always my curiosity," Lilly said. "I just couldn't understand how you can wear that stuff and then return. Where does that return stuff go? So I started calling companies."

If college-aged Lilly was anything like she is now, she was quietly determined in her pursuits. She called JCrew, Express and other popular retailers at the time about what they do with their returns. After about a year of steady, persistent calling, she finally got her answer.

THE MAJOR FASHION RETAILERS DON'T RESELL THEIR RETURNED ITEMS; THEY TOSS THEM.

Lilly views waste as a parasite that has taken over the American way. Growing up in Jamaica, Lilly's only way of life was the "waste not want not" mentality. But when she came to the U.S. for college, she faced a big culture shock.

Years after college and still channeling her clothing beliefs, Lilly decided to take Chico's up on their offer of coming to them directly for their returns and reselling them on the weekends at the market. She did that as a fun side project for a few years until about 2009. Lilly was chatting with a friend who worked at Bank of America. He said that the most used ATM in region he worked was in Gainesville, FL. Lilly packed her bags for a weekend trip and drove to see what all the fuss was about.



"I came to the ATM and across the street, I swear to God, was a space that was for lease," Lilly said. Lilly spoke with her husband and decided to go for it to expand from her Chico's flea market side hustle and get a brick-and-mortar location.

That movie-magic moment catapulted Lilly into the life she has now. She owns and operates two Urban Thread locations. One is located at 1236 NW 21st Ave Gainesville, FL and houses the returns that she knows inside and out. She's since moved on from Chico's and now gets returns from Urban Outfitters, Free People and more. The other Urban Thread location is at 802 W University Ave Gainesville, FL. This shop does something a bit different from her original business model. Lilly sells vintage clothes at this location that she handpicks herself. Along with the brick-and-mortar locations, she started an Etsy shop selling the vintage clothes during peak quarantine to keep her business running.

Aside from her frequent Florida voyages, she also hires a full-time seamstress. The seamstress works on all of the vintage clothes and either crops, repairs, hems, tie dyes or bleach dyes the clothes. She also deep cleans every piece before they're for sale.

Most weekends, she'll hop in her car and road trip around the state of Florida. She'll stop at secondhand shops in Tampa, Jacksonville and small towns along the way. Since she's been doing that for a few years, she's quite friendly with the owners and employees at those shops and built relationships with them.

"I go to thrift shops all across Florida so that the thrifting scene here isn't picked over," Lilly said.

Caring so much about the students in the town is part of Lilly's personality now. She typically hires high school and college students in Gainesville to work at her shops.

"She's really passionate about the environment," Urban Thread employee Emma Wimsett, 18, said. "She puts a lot of effort into all of these clothes. Nothing is just picked up off a thrift store and sold."

Lilly is also the type of boss who trusts her employees, or her "girls," as she would refer to them. They have the freedom to update her on what the latest trends are. They run the multiple Instagram pages, style the store and choose the music that's played. This mutual trust between everyone who works there is what gives Urban Thread its magic.

The other thing that gives Urban Thread its magic is Lilly's love for her daughter.

A few years into owning the 1236 NW 21st Ave location, Lilly wanted to host a 9th birthday party for her daughter Harper. That specific Urban Thread location actually used to be a Chinese restaurant. Up until then, Lilly had been using the old kitchen area as storage, but in her own Lilly way, she decided to switch it up.

Clearing everything out and reorganizing all her storage, Lilly transformed the space into a large event space for her daughter's birthday party. The party was a success, and the attendees enjoyed the event so much that it gave Lilly the inspiration to keep the space open. She bought some coffee equipment and turned the space into the coffee shop it is today.

She named it Harper's Corner after her daughter.

Though Lilly is humble and gracious about her successes, it is her generous and open spirit that makes the Urban Thread project what it is. 🌸



REVIEW

OF LOCAL SUSTAINABLE BRANDS



Written by *Valerie Izquierdo*
Spread Design by *Cassie Urbenz*

OMA AYA

A multi-talented artist who uses her pieces and platform to honor Mother Earth, Willow Marrocco knows no limits when it comes to creating. The St. Petersburg native started her shop, Oma Aya, after experiencing an Ayahuasca ceremony that lasted two nights. Marrocco started making baskets at the end of 2019 while attending a basket weaving workshop in the city, and from there, she began to present and offer her baskets to the public for sell.

Before she became a basket maker, drawing was her focal point that once helped her get through a low point in her life and served as an emotional outlet that would soon change her whole life. "It's like I'm weaving my story with the story of the Earth," Marracco said.

The road to recovery from anorexia in 2018 was one of the most difficult things for the artist to overcome. During recovery, she injured her back overexercising, which led to her being stuck in her bedroom until she fully recovered. It was in this moment that she pushed herself to try something new and test her potential. Art then took hold of her completely and put Marracco on a journey that led to being the full-time artist that she is today.

Oma Aya offers baskets weaved beautifully from pine needles that vary in earthy hues and painted centers. She developed her own style at the beginning of 2020 and has since experimented with other art forms that can be intertwined with the baskets. "Everything I make, I want it to be a reflection of my soul," she said. The time she puts into each piece depends on the nature of the basket, spanning from a couple days to a week.

Marracco is also highly conscious about the environment and animal rights. She always takes these values into consideration throughout the process of making her pieces. One of these tactics includes foraging materials for her basket. For her, sustainability is developing a reciprocal relationship with the earth, and giving back to the earth what you're given. She said that having the mentality of giving more than you take leads to being more sustainable overall.

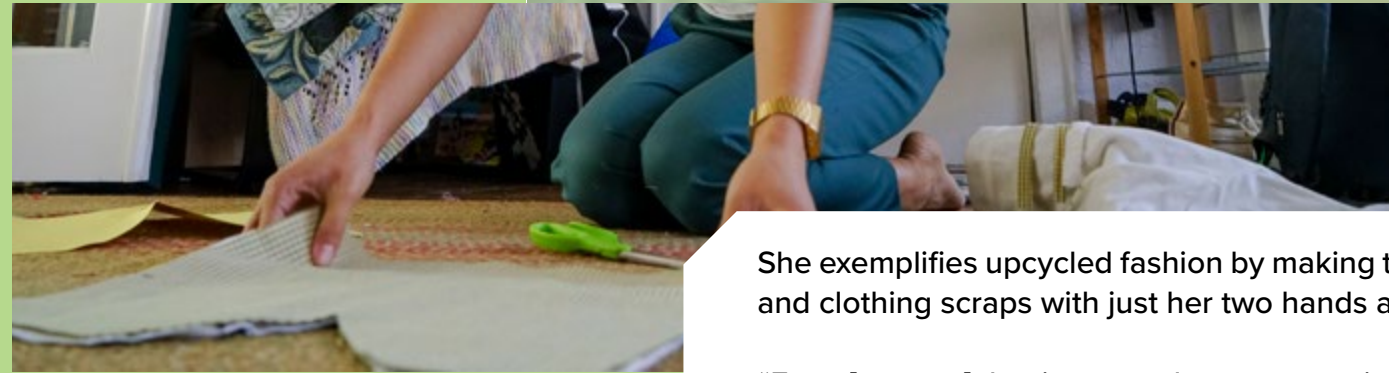
Only taking what she needs, the artist is mindful that animals and other critters will use the materials for shelter and other means for survival.

Marracco defines Oma Aya by stating that "if you find beauty in anything of my art, please remember that it's only a reflection of all the beauty within you."

REDEFINED GOODS

Photography by *Alexis Quesada*

Favorite thrift store:
Salvation Army



Now running Redefined Goods for over 2 ½ years, the vendor has collaborated, expanded and stood in various markets across Florida presenting her eclectic collection of colorful tote bags, graphic bucket hats, wallets and even yoga mat straps.

She exemplifies upcycled fashion by making the handmade goods from vintage pieces and clothing scraps with just her two hands and beloved sewing machine.

“For a [country] that is so used to consumption, sustainability is a great way to get your foot through the door,” Mia said, referring to the culture of consumption in the United States.

The materials used in making her totes and bucket hats, her most popular pieces, are gathered from a variation of thrift stores, textile sections, and garage sales. Everything leftover from the craft making process is never thrown away and eventually gets used.

Learning to sew from her mother at nine years old and acquiring the skill of resourcefulness from a father who owned a thrift store in the Philippines, Mia Crisostomo, founder of Redefined Goods, has made a name for herself by paving a new way to sustainability.

Mia first started upcycling clothes in middle school as a hobby and stopped for a few years until high school when she picked up sewing again.

One of her first projects was a tote bag that was made up of a blouse, a pair of jeans and scraps of bed sheet fabric. In high school, she became a vegetarian, which led to a new interest in sustainability.

Starting a new chapter of her life at UF, Mia, 21, entered her freshman year studying public health. After realizing that it wasn't her passion nor an interest of hers, she switched to sustainability and marketing her second year.



Mia said that the tiniest scrapes of fabric that can't be reused or made into something will go into a jar and will be used for stuffing for a floor pillow with an exterior made of pillowcases. The famous totes are made from pillowcases. The tote scraps are used to make scrunchies. The bucket hats are made from linen curtains and jean scraps. A true form of sustainable artistry that doesn't go unnoticed.

“Resourcefulness and recognizing that the world doesn't revolve around you and humanity,” she says, defining what sustainability means to her. Adding that “climate change isn't just this scary thing...everything that we do has an impact on what's around us.”

Now in her last year of college, the Orlando native plans to pursue her established business full time and become a yoga teacher. Tying in the awareness of sustainable and ethical business with the passion of doing what you love is how businesses like Redefined Goods will pave the way for others to follow.



NATURE'S DYE

Photography by *Kayla Wheatley*



Developing the brand and honing her craft took a year, and it all took place in her home as she researched and experimented. In January 2020, she thought of sharing her creations with the world and presenting a practice that exemplifies sustainability.

The natural dyes are made from plants and flowers, such as black walnut, that she forages herself both locally and from traveling. But Wheatley isn't just limited to dyeing garments. She also dyes cloth masks, journals, bandanas, and wall art made with eco print paper too. Sustainability and connecting with the earth are Wheatley's main focus, and the process to produce a piece greatly reflects those values.

Recently celebrating one year since starting her business, Kayla Wheatley, has made a strong presence delivering her delicate, naturally dyed garments and pieces.

The third-year botany major at the University of Florida began her journey of dyeing clothes after taking a mushroom and fungi class. She participated in a lecture that introduced her to the process of creating dye from plants. From there, she began experimenting on her own. Dyeing clothes in the summer of 2019, she reveled in the ways of plant-dyeing and the possibilities that could come from it. Some of the earliest materials Kayla dabbled with were lichen plants and avocado skin, which makes the color pink.

Favorite Thrift Store:
Haven Hospice Attic

It takes a total of seven hours to complete one garment and two hours to make the dye alone. The clothes used for dyeing are chosen during thrifting trips which Wheatley takes three to four times a week.

The clothing is thrifted for uniqueness and upholds her mission for being a sustainable business. "I make sure everything is sourced secondhand to reflect my way of being more sustainable and to maintain the vision I have of not creating more waste than what's already here," Wheatley said.

Although Nature's Dye is still new, it has already skyrocketed and quickly gained recognition for its stunning, organic pieces that make you feel as if you're wearing a piece of the Earth. With Wheatley's tremendous versatility and charm, there's no doubt she'll keep gaining admiration for her work.

Some of her goals set for this year include attending more markets as a vendor, experimenting with other forms of art to use her dye and eventually making her own brand.

Spreading ethical practices and awareness for sustainability and the Earth are Wheatley's big visions for Nature's Dye. "The way to connect with the world around you and unlock the secrets of it is experimenting with what's around you and being curious about the world. And forming this beautiful relationship with the world around you."



EARRINGS BY TOMI

Photography by Victoria Vargas

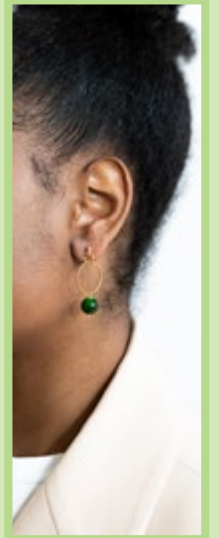
Twenty-year-old jeweler Tomi Adesogan is the namesake behind Earrings by Tomi, creating stunning, one-of-a-kind earrings of all shapes, sizes, and colors that make great staples to any style. Tomi, never having worked with jewelry before, unlocked a new skill when she was given a jewelry kit by her friends and began making pieces for fun. She started making earrings in summer 2020 over quarantine to decompress from the stress of school, the number of protests at the time and the outbreak of the pandemic.



"It takes my mind off of school and I can focus my energy elsewhere and watching other people wearing what you made is cool and special," she said. With the height of the Black Lives Matter movement last summer, following the murder of George Floyd in Minneapolis, the vendor felt a deep empathy for her community. Being able to donate to various organizations she cares about was another motive for Tomi starting her earring business.

A Gainesville native, Tomi's earring business is her side hustle while she balances school life as a third-year health education behavior and health disparities student at UF. Although this is only a part-time passion, Tomi gives her work as much dedication as she does school.

"I can use it as a platform to raise awareness about something," she said.



The intricate spirals, wings and coil shapes of the earrings are touches of Tomi that give the brand a distinctive style.

The earrings, which are made from thrifted materials, are sustainably made with the conscious effort to reduce waste. Tomi said she is constantly finding ways to practice sustainability within her work by buying from smaller places and farmers markets.

"[I've] been on the hunt for finding more things that are local and the Repurpose Project has a lot of beads," she said.

Being eco-friendly is a top priority to Tomi. Sustainable packaging and delivery are some other aspects that she is currently focusing on, in addition to being inclusive to her consumers.

Tomi said her earrings are for everyone to enjoy. She aims to make pieces that work for anyone and their preferences. Catering toward college students, she makes sure the pieces are affordable and accessible.

Some of Tomi's goals for this year include working on clip-on earrings, donating to more organizations and experimenting with other styles of jewelry like rings and necklaces.



MOON KAT MAMA



Butterflies are vital to our ecosystem in various ways like indicating a healthy environment and serving as plant pollinators. These critters don't have a long life span either, with different species living up to a few days, two weeks or one month at the most. When their cycle of life comes to an end, Kaitlyn Phelps is there to make sure that these delicate beauties with intricate and color bursting wings are honored in the best way.

Better known by her shop name, Moon Kat Mama, Phelps makes earrings made from real, passed on butterflies and moths as a way to honor their lives and present their beauty through a unique form of artistic creation. She began making earrings five years ago when she was inspired after she saw a woman wearing butterfly earrings. Not knowing of their authenticity, she decided to venture out and start creating them herself by picking up butterflies she saw on the ground that were no longer on this Earth.

In 2016, the vendor started an Etsy account to showcase her "earwings" and gauge the level of interaction it would receive. After one year of honing her craft, Moon Kat Mama was born, and the wings took off.



Photography by Victoria Vargas



Originally from Baltimore, Maryland, Phelps moved to North Carolina and later on settled in Gainesville, Florida in 2013. The "tree-city", as she likes to call her permanent home, instilled a strong love of nature in her.

"I've always liked butterflies, and I've felt like one for a long time," Phelps said. She expressed that the metamorphosis of a butterfly represents healing. She said it's similar to how people change themselves over time.

In the last year, the vendor has come out of her "cocoon." The earrings are not just wings, but a statement that show off the vendor's eclectic and electric persona. Known popularly as "earwings", these pieces are made with a combination of beads, brass and gold shaped metals while also varying in size and shape. The wings are ethically sourced from conservation farms that dispose of them once they die.

The butterflies and moths used in her line contain an array of species that range from local to exotic, like the monarch butterfly and luna moth. Her creativity is not just limited to these sustainably sourced materials, but anything that catches her eye in the natural world. One pair of earrings contains tiny pieces of an animal bone she found while strolling in Paynes Prairie.

Moon Kat Mama has made a name for herself and has a lot in store for the year. One of those being the recent opening of her own booth in a store, Lotus and Buddha, located in Micanopy, Florida. "Let your dreams take flight," Phelps said, a cherished quote that the vendor has truly embodied.



FLORES DE MIEL

Flores de Miel, also known as Honey Flowers, combines plant art and botanical jewelry to produce pieces reflecting the energy and untouched state of the outside world to bring each of us a statement of nature's beauty.

After leaving Caracas, Venezuela in 2016 to live in Gainesville, Valeria Rosich began her journey of honoring flowers through jewelry-making when she started picking flowers around her hometown and labeling their species. In the time leading up to her departure, Valeria developed a stronger intention toward collecting flowers and decided she wanted to do something with it that would show off their colors, shapes, and wholesome beauty.

She began an apprenticeship two years after moving to Gainesville in the nearby city of Alachua with Swallowtail Farm, where they grow organic produce and flowers. During this time, Rosich was exposed to nature and flowers intensely. It inspired her heavily. The artistic inclination she innately held was maximized throughout this experience and led to the birth of Flores de Miel.

Cutting and drying flowers to put them in books is an activity she did for herself, but while working on the farm she started to press all the flowers that grew there and learned how to fill flowers from artistic friends to preserve them. This was where the idea to make earrings using flowers was born.

Flores de Miel was created in 2019 from a deep adoration for flowers and nature. The process to make a single pair of earrings is a tedious one, but it is never time wasted for Valeria.

The process is divided into three stages.

First, the collection of the flowers, the easiest portion of the process.

Then it's time to dry them, which is the biggest part of the process. This is because of how critical drying is to make the earrings, as well as the varying drying times and dissection for specific designs. This is also the section where all the possibilities happen. Last, Valeria lays out the design and puts it all together to produce her vision.

One collection can take a whole month to create. The dedication is evident within each piece. Being able to come out with a different collection each month is one of the vendor's goals for the year. She also wants to build an inclusive environment by creating awareness to support local and non-local shops that are run by vendors who have come from another country and started their business from the ground up.

"It's important to see support for hardworking people that come from all around the world and from different cultures," Valeria said.

The flowers are mainly foraged on walks or bought from local growers like Iron and Clay Flowers, usually a mix of local and wild-grown species. Being sustainable within her craft is highly important to the vendor, and to her it means being aware of the resources and making decisions on how to use them. It's "being mindful and considerate of how we use the resources from nature that aren't going to exceed the possibility that we have," she said.

Considering the environment and not only her needs while making decisions, Valeria reduces the picking of flowers that contain chemicals to incorporate this idea in addition to shopping locally for both flowers and materials. Some aspirations for the shop are to get more involved with the community by going to local events, doing more collaborations, and releasing new wall art pieces that are hoped to be released in March.

"I really want my brand to be inclusive with genders, backgrounds, and anyone who can enjoy the feeling of loving nature," she adds. The opportunity for people to appreciate and admire the beauty that is within nature is the main goal for the shop, and the earrings have given those both disconnected and far away from nature a way to appreciate the details in the petals and the natural divine. •

MIDHEAVEN ESSENTIALS



“Midheaven is a quarantine baby,” said Arnone Pinkey, founder of Midheaven Essentials. A shop that serves handmade essential oil-based perfumes of fresh aromas and intricately made necklaces. With only a few months since launching her shop back in October 2020 during a critical peak of the pandemic, the free-spirited vendor has since expanded her shop.

Primarily focusing on perfumes when Midheaven Essentials started, Pinkey was simultaneously making jewelry on the side, and the necklaces slowly stepped into the main light of what her shop would then revolve around. The shop started after trying a hand at a new and recent hobby, perfume making, and felt that the idea of selling essential oil perfumes was novel.

Whether it’s cooking up a new combination of nose-hugging scents or piecing together iridescent neck pieces, Pinkey makes sure to always incorporate natural elements only. The materials and packaging for the necklaces and perfumes are derived from local health food stores and online shops that support other small businesses.

“My favorite form of beauty is down to earth and being close to being natural,” said Pinkey.

Each necklace or piece of jewelry is one-of-a-kind since the vision and design for a piece comes out different each time. She also adds real flowers and plants to some of her perfumes to enhance the organic theme of the scents that can contain notes of lavender and sandalwood.



Regarding the process of making the perfumes, she said “I love making them. It feels like I’m cooking up potions or something.”

Being mindful of sustainability, Pinkey uses a vegan alternative to beeswax in her wax-based perfumes. She said that “I definitely try to incorporate it and do my best to do so,” adding, “it’s hard to [be sustainable] when you’re used to doing things a certain way.” Many of her containers can be reused, like the glass perfume containers, and easily recycled.

In a world of excessive consumption, being eco-friendly is certainly a challenge, but the MidHeaven Essentials vendor shows that it’s all about taking that step toward choosing better alternatives for businesses and restructuring the norm. Even the smallest changes can create the largest of impacts. “We have all these options to do these things,” Pinkey said.

Aside from her shop, she enjoys sculpting and painting in her spare time, honing her artistic abilities. She plans on moving to New York later this year to pursue an art career and expand her small business along with creating a website for her shop that is currently underway.

Expanding on the importance of natural elements that additionally captures the wholesomeness and message of Midheaven Essentials, Pinkey said that, “beauty can be simple and come around you and from nature. Beauty is around you.”


Photography by Arnone Pinkey



CURATING A SUSTAINABLE WITCH ALTAR

Written by *Ava Loomar*
Spread Design by *Jane Pham*

It's important, when becoming a witch, to recognize that it's an intersectional practice. It requires education around and empathy for the marginalized groups who have been forced to practice in the shadows for fear of persecution. Unsurprisingly, with the popularization of witchcraft in pop culture, some of it has been gentrified to serve a consumerist engine. Think Goop — you know, Gwyneth Paltrow's website and store for pricey metaphysical items with big claims. Or even the fake crystals and herbs at the Barnes and Noble checkout. White people have profited millions off the production of herbs like white sage and palo santo, and smudging plants used in Indigenous culture. Not only do these brands practice unsustainable monocrop agriculture, they also abstract the herb from its spiritual qualities and profit off of their own oppression.



THE SOURCE OF YOUR TOOLS DOES INFLUENCE YOUR ENERGY AND INTENTIONS. THE CRAFT, RELIGIOUSLY BASED OR NOT, IS SUPPOSED TO BE CENTERED AROUND A CONNECTION TO NATURE, OTHERS, THE UNIVERSE. THE SALE OF METAPHYSICAL TOOLS THAT DECORATE ALTARS HAS FED INTO A VICIOUS MACHINE THAT'S ANTITHETICAL TO THE SUSTAINABLE ROOTS OF WITCHCRAFT.

For whatever reason, you want to be a witch. Maybe you found time to connect to your intuition while locked away this past year. Maybe you spent hours scrolling WitchTok or stumbled upon that crystal vendor at the outdoor market. Maybe, like many others, you realized that every time you knocked on wood or made a wish on a star, you were already practicing the magick of manifesting your intentions. You might have heard terminology like grimoire and smudging, and you've seen the pictures of intricate altars, adorned with herbs, candles, crystals and statues. Now you want to take it to the next step.

So how do you do it the right way? Thrifting the items or buying from small local experts is a regeneration of energy for that tool, and a positive way to continue your practice ethically. If you're worried about energy contamination, you can cleanse your tools first. But I find that pieces with history often give you better insights anyway. So what do you need when constructing your first altar? And where can you find it around town?

ALTAR MATS AND STORAGE

WHAT IT IS

Your altar mat can be a carpet, a piece of fabric, a mosaic plate, a tray, doilies — basically anything sturdy to do your work on and act as a base for your items. Certain woods and fabrics have their own metaphysical properties, so you can tailor the thrifted mat to your intentions. Lace channels the divine feminine, silk promotes wealth and prestige and cotton brings protection and luck. Ash wood is good for helping to store knowledge. Beech wood connects us to our intuition and the wisdom of the past. Oak protects and encourages prosperity.

Choose whichever fits your needs.

For storage, witches use many different items. Glass beakers and jars with corks for spells; lock boxes for cards and trinkets; mesh, cloth or other fabric bags for crystals and herbs; perfume bottles for colognes like Florida Water or rosewater. All of these items are cheaper secondhand and some of the easiest to find at thrift stores, dollar stores, garage sales or by reusing old belongings. More so, the conduits in which witches do their work can store past energy and usage history, so thrifted items can bring clarity and wisdom to your practice.



WHERE TO FIND IT

You can find carpets, trays, plates, glassware and other base items at both Sandy's Savvy Chic Resale Boutique and the Repurpose Project, the latter of which has a strange assortment of art supplies like corks, feathers and recycled paper that could come in handy for spellwork.

CANDLES AND INCENSE

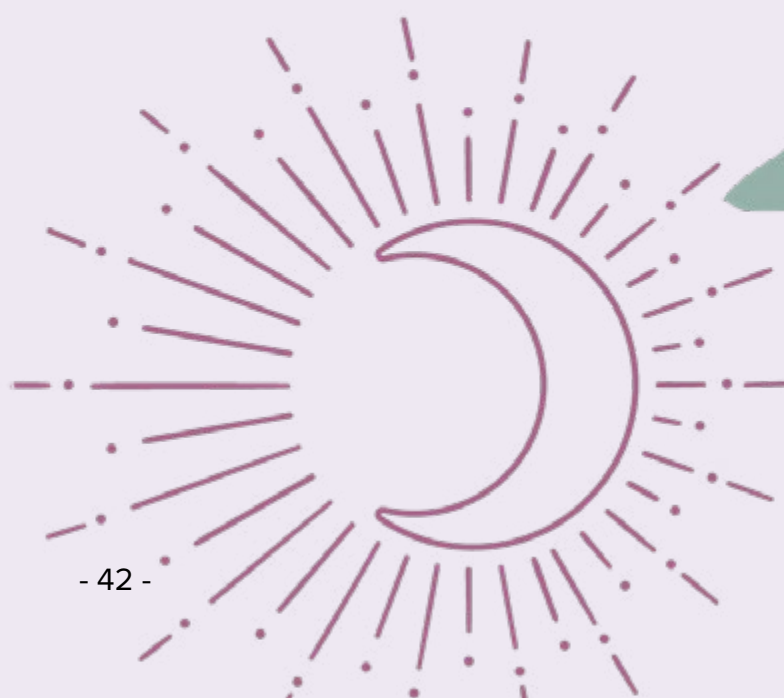
WHAT IT IS

Candle magick has always been a popular practice in witchcraft. Candles are used in spells to help set intentions, protect, cleanse and seal desires. Different colors represent energies to bring into your spellwork. Red for passion and drive, blue for communication and openness, green for luck and health, metallics for material goods, pink for love and friendship.

Incense brings fragrances that evoke different energies, and the smoke can have cleansing or charging powers. Some good scents for spellwork include jasmine, patchouli, tobacco and nag champa. Most witches have candle plates and incense holders to safely conduct their work on their altars. Remember even the melted wax and incense ash holds energy, so don't throw it away! You can use both in spells jars, or combine the ash with salt to create black salt for protection.

WHERE TO FIND IT

You can find carpets, trays, plates, glassware and other base items at both Sandy's Savvy Chic Resale Boutique and the Repurpose Project, the latter of which has a strange assortment of art supplies like corks, feathers and recycled paper that could come in handy for spellwork.



NATURAL ITEMS

WHAT IT IS

These are your crystals, your tumbled stones, your shells, your plants and herbs. They protect and release, charge and cleanse, ground and enlighten. Most of the time, these are the real ingredients in your spell work. They are your connections to the Earth and symbols of your intentions. Some good beginner crystals include selenite for charging your other stones, lapis lazuli for wisdom and guidance, rose quartz for love and friendship, tourmaline for connecting to your intuition, malachite for health and luck, mookaite for grounding and tiger's eye or obsidian for protection. White sage expels all energy, both negative and positive, and dragons blood invites positive energy back in. Lavender decreases stress, and roses and mugwort invite euphoria.

WHERE TO FIND THEM

You can find shells, plants and herbs on your own in the wild. Go to the beach and find shells that speak to you. Walk through the woods (plant-identifying book or app in hand!) and pick useful herbs and weeds. Start a window garden and grow your own sage, rosemary or mint. This is the real opportunity to connect to nature. To fill each part of your spellwork with intention.

Crystals could be harder to come by on your own, but you still have to source them carefully. Multiple reports in the last few years have shown that the healing crystal industry often engages in unethical mining practices in Southeast Asian countries. If you're buying crystals, ask where they source them. If they don't know, don't buy them. You can find ethically mined crystals online at the Modern Mystic Shop or at HouseofNteKKah on Etsy. If you are buying white sage or palo santo, try to buy from a local Indigenous vendor or a store that sources these herbs from Indigenous nations.

ALWAYS DO YOUR RESEARCH ON THE HISTORY OF THE PRACTICE YOU ARE GOING TO COMPLETE, AND IF YOU ARE GOING TO USE TOOLS OUTSIDE OF YOUR OWN CULTURE, DO YOUR DUE DILIGENCE. BUY YOUR PRODUCTS FROM THE PEOPLE WHO KNOW THEM BEST, AND LEARN THE RIGHT WAY TO USE THEM BEFORE FORGING YOUR OWN PATH. ∞





THE LOWDOWN ON SUSTAINABLE LINGERIE

Written by *Emily Lube*
Photography by *Malyna Reed* and *Victoria Vargas*
Makeup by *Greyson Graham*
Spread Design by *Aleah Jones*

We've gone in depth about what we wear and what will be seen,

BUT WHAT ABOUT WHAT LIES UNDERNEATH?

Lingerie can take many forms. From boxers to thongs and bralettes to silk shirts, lingerie should make you feel **comfortable** and **empowered!**



- Bralettes
- Silk skirts



- Boxers
- Thongs



However, when looking for a piece of lingerie that is a bit more “intimate,” like underwear, sourcing ethically can become expensive.

Eco-friendly lingerie is a **sustainable luxury**. Purchasing from only sustainable lingerie brands, making sure the brand passes our expectations as a B Corp, sourcing and producing responsibly, having size inclusivity, etc is not always an affordable option.

This option is not always accessible, as a single pair of underwear can range from \$12 to \$30+, not to mention other undergarments. Thrifting seems like a good choice, but buying secondhand underwear may not be sanitary and finding size inclusive bras can be difficult.

SO THE QUESTION IS, WHAT CAN WE DO?

One option to look tantalizing without spending extraneous amounts of money, would be to buy bottoms in basic colors that fit and feel good and try accessorizing with a cute top or bra that you can thrift or sustainably source. Many of the silk pajama sets modeled in the photoshoot were sourced ethically from places such as Outreach and Flashbacks.

Another feasible option would be buying from a more affordable, sustainable underwear company. You could buy around seven pairs of underwear and they could last you years.







I feel good when I look good



Want to purchase something new but still be sustainable? Two great options to check out are Parade and Pact.

PARADE

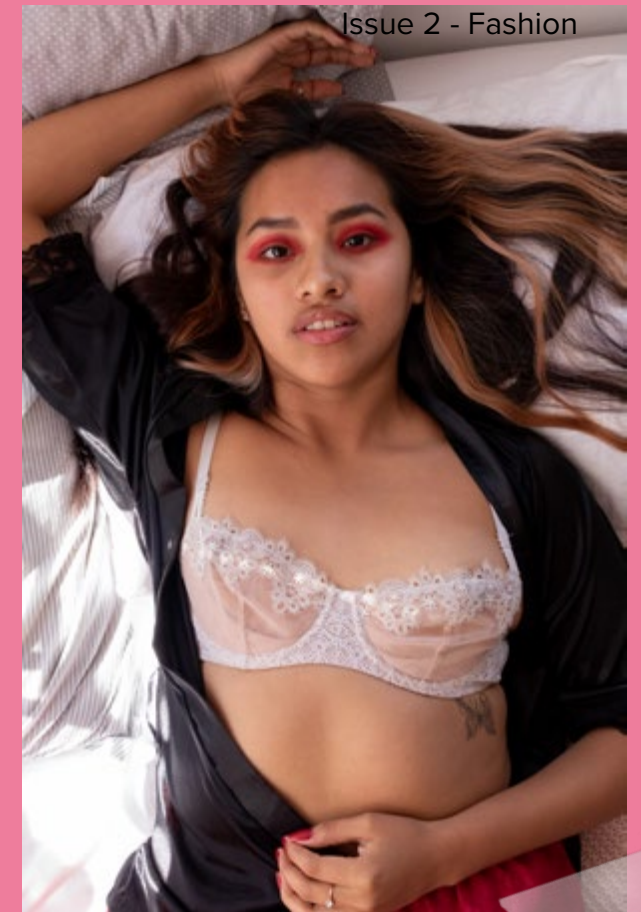
Although they do not offer other undergarments, such as bras, bralettes, or other forms of lingerie, they are a **great starting point** for everyday wear. In order to fulfill the need for bras or other pieces, a great option is to go to a local thrift store. Check out Haley Mueller's piece on ethical thrifting! Some areas we have found that have some great options for lingerie in the Gainesville area include Outreach Thrift Store and Flashbacks.

Pros:

- Size inclusivity
- Affordable (\$8 per pair)
- Women-owned
- Donates 1% of revenue to Planned Parenthood

Cons:

- Not completely gender neutral (mainly aimed toward women's bodies)
- No options for bras or other undergarments



PACT

Pact, a company focused on producing sustainably-made clothing, makes the most comfortable underwear with a beautiful, organic cotton that saves vast amounts of water and uses no toxic chemicals. Not only is it sustainable, but the ethical production of the underwear is evident through the partnership with Fair Trade Certified factories. Wearing Pact ensures your underwear is both ethically and sustainably produced.

Pros:

- Organic, 100% cotton
- Gender-neutral
- Affordable
- Thoughtful packaging

Cons:

- Includes basics, but not lingerie sets
- Size inclusivity (does not include 2XL bras)
- Produced in India - Carbon emissions associated with shipping





PHOTO STORY ABSTRACT

For this photoshoot, we wanted to focus on building a comfy and cozy environment for our models to feel their best in. After looking into sustainable lingerie brands, we found that often these pieces were super pricey and carried a limited size range. We decided to shift the concept behind this photoshoot into a more intimate loungewear piece. We asked our models for inspiration on what they would like to wear, often sourcing from their closets or our own. We curated looks that not only **looked good** but also that our models **felt good** in. 🌸

WHAT WE HAVE



Living sustainably also means making the most out of what we already own. Looking at what we have at home in our closets is a great way to learn about the fashion industry on a global scale.

In this section, you'll learn about clothes that you likely have that can be worn year-round, where your clothes come from and using natural dyes to bring life to old pieces.

What we have may not always be the most sustainable choice, but learning how to repurpose and reuse what we own is just as crucial as what we buy.

VERSATILE PIECES



I'm sure anyone who's been interested in fashion has read the classic "top closet essentials that you need right now" article, blog post, social media post, etc. Imagine someone going out and buying a "little black dress" just because some elitist blog writer told them they needed to and never wore it out. Clothes are meant to make you feel good and last as long as you want them. Allow me to just tell you that this won't be a list of must-haves, or closet staples that you need to go out and immediately buy.

Another thing to note is that these aren't going to be "trendy" pieces. The fashion trend cycle is a horribly wasteful system and dressing according to "what's in season" isn't sustainable! Read our piece "Analysis of the Trend Cycle" to learn more. The best way to dress sustainably is to find pieces that will stick with you through the years and last through washes.



THE BEST CLOSET IS ONE THAT MAKES YOU HAPPY. IT IS CURATED SUSTAINABLY AND BUILT OVER TIME AS YOU DISCOVER YOUR STYLE!

*Written by Isabelle Garcia
Photography by Malyna Reed and Victoria Vargas
Makeup by Greyson Graham
Spread Design by Malyna Reed and Dina Coletti*

FOR EVERY SEASON



A STURDY BOOT

If you live anywhere other than the tropical setting of Florida, you probably already know the great functionality and versatility that is a good boot. These shoes can come in so many different shapes and sizes and can be worn to fit to anyone's style. But the biggest question of sustainability you should ask yourself when looking for a pair of boots is: "leather or pleather?"

The ethics and sustainability of leather is something that has been hotly debated for years. While it may be up to personal preference, there are a few options you have if you're looking to be more sustainable.

If your sustainability journey is centered around animal rights, then you might want to look into vegan leather alternatives like paper, waxed cotton or even tree bark.



If you're more focused on the environmental friendliness of the material, how it was processed and distributed, then look into sustainably tanned and sourced leathers. And finally, if you want to balance the best of both worlds, buy second hand or vintage.

TOTE BAG

The tote bag is a perfect piece to show off that you support local businesses or that you're too *mysterious* for an ordinary bag. Tote bags have the versatility to showcase your personality, support a local brand and to hold an entire day's worth of errands. I even use mine as a reusable bag on last minute trips to the grocery store. They work through each season and come in affordable enough styles to switch out whenever you want something new.



PATTERNED BUTTON-DOWN

A patterned button-down can either be long-sleeved or short-sleeved depending on the weather and whichever suits your mood. A patterned button-down works casually and dressed up. You could pair it with a structured jacket, boots and jeans (all in this list) and you have yourself a full outfit. The pattern on the shirt can also hold some significance to you if you'd like. Button-downs vary from big and gaudy screen prints to light and delicate embossing.

SOMETHING COMFY

This category of clothing can mean so many different things for different styles. Want to wear your mom's old 2000s bejeweled Juicy Couture tracksuit while you're out for coffee? Go for it. Want to grocery shop in athleisure and form-fitting spandex? Hell yeah. Want to curl up in a ball, cry and watch old movies in an oversized sweater and biker shorts? Beautiful. Any season, any activity, any mood, make sure you have something comfy that you feel like yourself in. The right sweater can feel like a warm hug on a sad day.



JEANS

While I'm sure you already own a pair of jeans, you might not have a pair of jeans that truly showcase your personality and style. While we kept the jeans simple for our photo shoot, jeans are so foundational which means they can be customized in so many ways. You could attach patches or embroidery onto your jeans.



You could paint your jeans. You could even create patchwork jeans which are both sustainable and unique. You could incorporate different washes, colours or silhouettes into your jean collection. Sturdy cotton jeans will last you through the seasons and making them special will encourage you to wear them often and fully utilize the potential of the piece.

STRUCTURED JACKET

This next versatile piece is on the other end of the spectrum. A structured jacket is a perfect layering piece that can be worn throughout the varying seasons. This could be a moto jacket, a blazer or a jean jacket. It can change the silhouette of your outfit if you want more structure and definition or it can add a pattern that brings a new element to the entire fit.



TAKE THESE SUGGESTIONS WITH A GRAIN OF SALT! REMEMBER A PIECE THAT YOU'LL WEAR OFTEN IS MORE SUSTAINABLE THAN A TRENDY ECO-BRAND'S DRESS THAT YOU'LL ONLY WEAR ONCE. ♪

DECONSTRUCTING YOUR WARDROBE

Written by *Victoria Vargas*
Spread design by *Cassie Urbenz*

When we first started brainstorming topics for our “fashion” issue, I had the idea to learn more about the clothes I already owned. As someone who mostly buys secondhand clothing, I understand that my clothes’ life cycle has a start date well before it reaches my hands.

I thought it was important to look into the clothes I already own and try to learn where they came from. Who made my piece? Whose hands stitched the pieces together, guiding the thread in and out of the soft fabric? I wanted to learn about labor laws, especially for garment workers, in the United States and globally. So, I went into my wardrobe and picked out the pieces that I wear most often. Taking note of the company and where the piece was made, I compiled a list of countries around the world where my pieces had originated from.

The Slow Factory Foundation notes that “the fast fashion industry was built on the exploitation of Black, brown and Indigenous women and their labor, with the majority of garment workers being Asian and Southeastern women.” About 85% of garment workers are young women ages 18-24. As Brian Stauffer writes, “woven invisibly into the fabric of the clothes we wear are stories of individuals—often women—who cut, stitch, and glue the shoes, shirts, and pants that we pick from store shelves and hang in our closet.”

Women comprise about 80% of the global workforce in the garment industry. This industry is full of discrimination, and violence against women is endemic. We must listen to these women for their needs and demands if we ever want to create a safe work environment for them.

Here is a non exhaustive compilation of the countries and campaigns I looked into. You’ll also find resources for garment workers across the globe. Please use this piece as a starting point for learning about how to support garment workers globally.

Check out fashionchecker.org to find out which apparel and footwear brands pay their workers a Living Wage, one that is sufficient to afford a decent standard of living for a worker and their family.

HOW DOES THE USA TREAT ITS WORKERS?

To start my search, I looked into the country I (and likely you, too) currently live in. Racist and ethnocentric ideology has produced this idea that the ‘Made in the U.S.A.’ tag means your product was produced to the highest standards.

In a piece for the Garment Worker Center, Amanda L Freeman explains the garment worker standard in America. Even though globalization has greatly decreased the number of U.S. clothing factories, the industry still employs about 200,000 people. With the greatest concentration in California, Los Angeles has about 62,000 cutting and sewing operators alone.

The New York and New Jersey area employs 30-40,000 garment workers. Those numbers do not represent unregistered factories, so the actual count may be much higher.

America’s history with working conditions is not pretty. From the Triangle Shirtwaist Factory fire in 1911 to today’s crisis with Amazon workplace policies triggering a California public health crisis impacting thousands of workers, their families and broader communities, America’s history with labor laws isn’t the utopia it’s depicted as.

One common, and hazardous, violation: Locking workers into the factory during operating hours. Another problem for U.S. workers is wage theft, a practice in an industry where a worker may be undocumented and possibly not speak English. Wage theft occurs when employers violate minimum wage or overtime laws and keep those additional wages owed to their employees. This is often seen when white Americans take advantage of migrant workers who speak little to no English. Unable to communicate with their employers, these workers might not even notice they’re being underpaid. And if they do, they don’t know who to report it to or how to seek justice.

THE GARMENT WORKER CENTER CENTRO DE TRABAJADORES DE COSTURA

“Garment Worker Center is a worker rights organization leading an anti-sweatshop movement to improve conditions for tens of thousands of Los Angeles garment workers. Through direct organizing, GWC develops leaders who demand enforcement of strong labor laws and accountability from factory owners, manufacturers, and fashion brands. We center immigrant workers, women of color, and their families who are impacted by exploitation in the fashion industry.”

WORKER RIGHTS CONSORTIUM

“The Worker Rights Consortium (WRC) is an independent labor rights monitoring organization. We investigate working conditions in factories around the globe. Our purpose is to document and combat sweatshop conditions; identify and expose the practices of global brands and retailers that perpetuate labor rights abuses; and protect the rights of workers who make apparel and other products.

The WRC conducts independent, worker-centered investigations; issues public reports on factories producing for major brands; and aids workers at these factories in their efforts to end violations and defend their workplace rights. The WRC has investigators in twelve countries and works with hundreds of civil society organizations in Southeast Asia, East Asia, South Asia, Latin America and the Caribbean, and sub-Saharan Africa.”

Visit workersrights.org/issue/covid-19-tracker/ to learn about what brands are acting responsibly toward suppliers and workers during the global pandemic.

CLEAN CLOTHES CAMPAIGN

Founded in 1989, Clean Clothes Campaign is a global network dedicated to improving working conditions and empowering workers in the global garment and sportswear industries. It offers direct solidarity support to workers as they fight for their rights and demand better working conditions.

#PAYYOURWORKERS CAMPAIGN

Garment workers are owed between \$3.2 and \$5.8 billion for just the first three months of the global pandemic. A product of the Clean Clothes Campaign, this social media campaign calls on companies like Nike, H&M and Primark to assure their garment workers in their supply chains during the COVID-19 pandemic get paid, committing to the wage assurance.

The assurance states: “[Company X] publicly assures that all apparel, textile, and footwear workers in our supply chain, who were paid to produce or handle goods at the onset of the COVID-19 crisis, regardless of employment status, will be paid their legally mandated or regular wages and benefits, whichever is higher. This includes wage arrears (back pay) and, where applicable, negotiated severance pay.”

SOLIDARITY CENTER

“The future of work must be shaped by the women and men who are essential to the work process, who build our houses, sew our garments and design our computers. That is why the future of work must be rooted in democracy, the ability of all workers to freely form unions and collectively bargain to assert their fundamental rights in shaping workplaces that are fair, democratic and humane.

The Solidarity Center is advancing a worker-centered future of work through programs that encompass the voices of the Global South, put people before profits and confront the long exclusion of the most marginalized workers, including migrant workers, informal economy workers and women, especially in global supply chains such as the textile industry.”

NICARAGUA

Garment workers who worked for SAE-A, a Walmart supplier, were beaten by paid workers from the company during a peaceful protest in March 2013.

Following this, Warehouse Worker Resource Center created a petition to tell Walmart to demand its suppliers reinstate the workers, end all violence and illegal practices inside the factory and reimburse workers for medical bills and stolen property that resulted from the attacks.

BANGLADESH

Bangladesh is the fourth largest exporter of apparel to the United States. The 2013 Rana Plaza factory collapse in Bangladesh resulted in the deaths of 1,136 garment workers. The Worker Rights Consortium urged companies to sign the Accord on Building and Fire Safety in Bangladesh. The Accord is the first modern legally-binding agreement between workers, factory managers, and apparel companies that requires brands and retailers to:

- Open their supplier factories to fully independent inspections by qualified experts and engineers
- Allow the results of these inspections to be reported publicly, in a searchable database
- Help pay for essential safety renovations
- Stop doing business with any factories that fail to make needed safety repairs

Visit bangladeshaccord.org to learn more.





Upon learning that Frothy's newest issue would be on sustainable fashion, I knew I had to interview my friend-of-a-friend Shelby Pogue. Shelby is an artist based out of Clearwater, Florida. She is 22 and just graduated from the Savannah College of Art and Design (SCAD) last year with a degree in fibers. I thought she could give Frothy an interesting insight into the textile industry as she learns to break into it herself. Shelby loves textile design (and I love her textile designs as well!). She is currently a remote assistant designer at Bed, Bath and Beyond where she designs bedding and blankets.

WHAT DID YOU STUDY IN SCHOOL?

I studied fibers at SCAD, which is basically the same thing as textile design. I got to take so many amazing classes including weaving, machine knitting, dye lab and digital surface design. The fibers department at SCAD is incredible. I was really lucky to have such amazing professors and to be a part of such an amazing program.



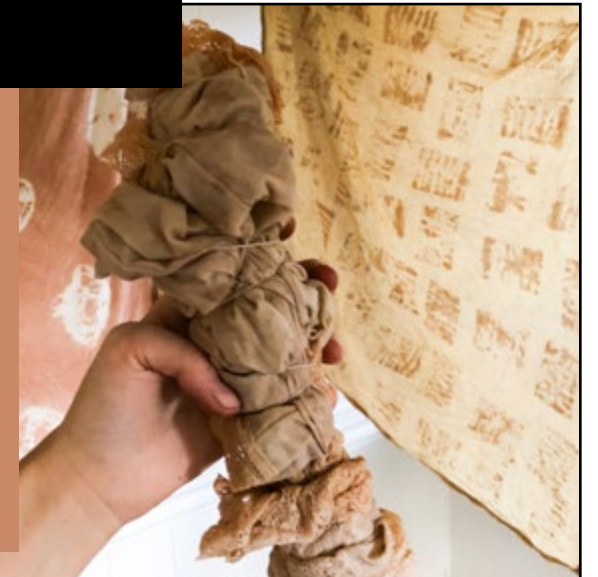
WHAT WAS YOUR FAVORITE CLASS AT SCAD AND WHY? WAS THERE A PARTICULAR CLASS THAT INSPIRED YOU TO GO THE WAY YOU DID?

Fibers160 was the first introduction to the fibers degree. It was surface design (drawing). I loved that class because it was just a really interesting way of looking at drawing because it wasn't simply a still life. There were lots of drawing patterns by hand, washing, painting and color theory.

@SHELBYLYNPOGUE ON IG

DID YOU EVER HAVE INTERNSHIPS IN TEXTILE DESIGN ETC?

I interned at American Eagle and did print design. A lot of digital print design. I am still interested in print design and do a lot of drawings for my personal portfolio. I interned at Rebecca Taylors, where I did fabric research development and product development. Ideally, I want to be my own boss. There is an industry for freelance print designers and art licensing print design, I just have to get into it.



WHAT INSPIRED YOU TO BEGIN A CAREER IN TEXTILE DESIGN OUTSIDE OF YOUR DEGREE?

At first I was really interested in fashion design, but I figured out that what I was most interested in was the textiles themselves. I love drawing and creating prints, and I love working hands-on to create things. I did not realize you could apply drawing in a systematic way (like drawing patterns), and that really interested me as well. Once I got into the major of fibers as well, I found all the fun and fine art things.

WHAT INSPIRED YOU TO START DYEING NATURALLY?

I was very fortunate to be able to travel to Japan through a study abroad program, and one of my favorite things I did there was visit Buaisou, the indigo farm and studio. I originally wanted to begin my journey in indigo dyeing, but the pandemic hit, and I was not able to explore it at SCAD. That is when I started natural dyeing. Anybody can really do it in their kitchen.





WHAT DO YOU USE FOR YOUR NATURAL DYES?

I ended up using a lot of wild pecans because there were a lot of pecan trees near my house in Savannah. I also love using eucalyptus, red cabbage, red onion and avocados. I always have my friends keep scraps of food for dyeing to help reduce waste.



HAVE YOU ESTABLISHED COLOR PALETTES FOR YOUR AESTHETIC WITH YOUR NATURAL DYES?

There's always some variation in color, which I think is the fun part. I like to play around with the formulas and add different things to see how the colors will change. Sometimes I add rusty water to get cooler, grayer tones. Or I've tried dyeing with pecans when they're green and when they're brown to see if I get a different color.

DO YOU HAVE ANY TIPS FOR OUR READERS ON HOW TO HELP REDUCE ENVIRONMENTAL HARM WHEN IT COMES TO FASHION AND TEXTILES?

It's easier said than done, but I would say just buying less and taking better care of the clothes you have, finding new ways to change them up. Also investing in clothes that will last and shopping small when you can. Billy Nou on Youtube does a lot of natural dye of Youtube and I love watching her!

WHY DO YOU CHOOSE TO DYE THE CLOTHING ARTICLES THAT YOU DO?

The most important thing about choosing the articles that I'm going to dye is making sure that they are made of a natural fiber. Natural fiber is cotton, linen, silk, etc. The products I use cannot be synthetic (like polyester) so that the dye soaks in. I love dyeing silk scarves because silk takes the colors beautifully and they always look a little brighter. I also like to make some articles of clothing to dye.



WHAT IS YOUR FAVORITE PIECE YOU HAVE EVER DYED?

I think my favorite thing I've dyed is a long dress that I made out of a bed sheet.



VISIT SHELBY'S ETSY SHOP!



HOW DO YOU FEEL ABOUT THE ETHICS OF TEXTILE DESIGN AND PRODUCTION?

Sometimes I feel guilty for working in a corporate job at the moment, but it gives me hope that corporations seem to be more aware of the future consumer. When I was an intern at American Eagle the woman that was head of sustainability visited us one day. We asked her what her stance was on the dyes American Eagle was using for their clothing line. I remember her saying it was a win-lose sort of situation. American Eagle either uses their current dyes and saves water, or uses natural dyes and triples their use of water. The bigger goal was to be able to reduce water and the use of chemical dyes. ♡

THRIFTIKA PROJECT



Thriftika
is a clothing
library



where you can temporarily exchange your clothes for a couple of fresh pieces from other people's closets without buying them

Written by *Maria Blokhina*
Thriftika logo and graphics by Maria Blokhina
Photography by *Victoria Vargas*
Spread Design by *Jane Pham*

It's a secondhand
clothing sharing
platform



without long-term commitment to the clothes you get



Thriftika
clothes have feelings too!

THE PROBLEM

Worldwide clothing utilization, the average number of times a garment is worn before it ceases to be used, has decreased by 36% compared to 15 years ago, according to A New Textile Economy 2017 report by the Ellen MacArthur Foundation.

The clothes we wear nowadays are extremely underutilized, wasting the resources and effort used to make it, polluting the planet and collecting dust in our closets. Unfortunately, large amounts of nonrenewable resources and human effort are needed to produce all these clothes. And it's only used for a short period of time, after which the materials are largely sitting unwanted in the landfill, while we dig for new precious resources. The planet can't keep up with it.



BENEFITS

- No long-term commitment to the clothes you get
- No goodbyes with beloved clothes
- No clothes spendings for new style options



PROPOSED SOLUTION

Thriftika is a clothing library project based in Gainesville, Florida. It is designed to provide a new alternative platform to conventional shopping and build a community of peers.

Thriftika presents an innovative fashion business model based on the idea of a circular economy.

The current fashion system operates in a linear way. It extracts large amounts of nonrenewable resources to produce clothes that are often used for only a short period, after which the materials largely sit in landfills. The linear system wastes the economic value of the planet's resources, pollutes the natural environment and causes significant social impacts.

A circular economy is a concept that aims to elongate the life cycle of the resources within it by creating items that aren't destined for the landfill. A circular economy gives incentives for making long lasting, durable products that can be shared by many people for a long time, instead of the current incentives to make low quality products that will soon need to be replaced.





HOW IT WORKS

The small-scale clothing library prototype was tested in Gainesville, Florida, with 17 University of Florida students over the course of two months, or 4 renting periods. The research took place in a physical showroom, where participants were offered a range of clothing items to choose from in exchange for their garments. The showroom had a clothing display and a fitting room. Due to social distancing requirements, a maximum of two participants were allowed in the room at the same time.

First-time participants were asked to bring up to four items of clothing from their personal wardrobe for exchange with the library's inventory. During each following event, members returned the items and continued renting by picking up new items to rent or left the library.



All items in the library had individual tags filled out by the participants. Participants were asked to stamp the tags with the logo on the back of the tags to imitate a library stamp.

Wear Journals kept track of how many times the items were worn during the renting period to prove if the clothing utilization is increasing. Participants were asked to take Wear Journals with them and mark the icon for each time they wear the item.





Not all clothes are meant for your closet forever. The fashion industry creates an ever-spinning trend cycle that places some pieces as 'in' and some as 'out.' And let's face it, you grow both physically and mentally throughout your life; your clothes are likely to reflect that.

This section explores the origins of the trend cycle, teaches you how to host a clothing swap and imagines a world without fashion.

What we toss is sometimes even more important than what we buy or have because so many clothes end up in landfills, where they waste away and harm the planet. While a piece of clothing may not be in your possession forever, there are certainly ways to lengthen its life cycle and give it purpose.



ANALYSIS OF THE TREND CYCLE

Written by *Emily Lube & Victoria Vargas*
Photography by *Malyna Reed & Victoria Vargas*
Makeup by *Greyson Graham*
Spread Design by *Jane Pham*



We continuously recreate...



The global fashion industry is worth approximately \$2.5 trillion. The footwear and apparel industry is responsible for 3,990 million metric tons of carbon dioxide equivalent gases. It takes approximately 713 gallons of water to make one cotton T-shirt, worth more than two years of drinking water for one person.

Clothes with non-biodegradable fabrics (likely most of the clothes you own) will sit in landfills for up to 200 years. Even longer if they're plastic.

Over the last 15 years, clothing production has doubled globally. Understanding fashion and the waste produced by the industry, starts with understanding the idea of trends. The fashion trend cycle follows Laver's Law, created by museum curator James Laver, which places a trend in the 'smart' classification when it is in fashion.



STAGES OF THE TREND CYCLE



1. Introduction - This stage occurs when a new style enters the fashion world, usually through fashion week, a celebrity, or a marketing agency. However, recently, Tik Tok has been the source of many fashion trends. A large majority of these trends were those reintroduced from past decades. At this point, the clothes are usually available at a high price in small quantities.

2. Increase - During this stage, the style gains popularity and acceptance into the fashion world. To further the popularity, many fashion leaders and trendsetters wear outfits to incorporate the style. Social media also helps increase consumer demand.

3. Peak - The style is now at full saturation and the general public has access to it. Most retailers will now have identified and replicated the trend, making it available through mass production and at a wide variety of prices. Many everyday consumers will begin wearing the trend.



4. Decline - As the market becomes oversaturated with the trend, the intense popularity begins to turn off consumers who want outfits that feel unique rather than mainstream. This stage is interesting because there is a thin line between what is trendy and mainstream. Consumerism thrives off of this stage because it gives space in the market for another trend to pop up.

5. Obsolescence - The now outdated and out-of-fashion trend has reached the obsolescence stage. People will now move on to newer trends in introduction or increase stages, but it doesn't mean the trend won't reenter the cycle, by making it available through mass production and at a wide variety of prices.



ARE YOU TRENDY OR JUST BUYING INTO CONSUMERISM?

Consumerism is defined as “the theory that an increasing consumption of goods is economically desirable.” Consumerism thrives on this idea of excess. And in an economy that also thrives on more, more, more, it makes sense that many people have taken on the mantra “more is more.”

While we want to criticize the fast fashion industry, we must also acknowledge that the trend cycle is a result of capitalism and ultimately there is no ethical consumption under capitalism.



Companies want a profit. By creating trends and encouraging consumers to buy into the latest 'in' piece, companies are furthering their profits at the expense of the planet and people.



WHO IS IMPACTED BY THE TREND CYCLE?



How has fast fashion impacted people's lives beyond everyone wearing the same thing?

Take garment workers. According to non-profit Remake, 75 million people are making our clothes today, and 80 percent of apparel is made by young women between the ages of 18 and 24.

Garment workers, primarily women, in Bangladesh make about \$96 per month. Rapid consumption of apparel and the need to deliver on short fashion cycles stresses production resources, often resulting in supply chains that put profits ahead of human welfare.

Check out our "Deconstructing Your Wardrobe" piece to learn more about where your clothes are made and the implications of fast fashion.



BREAKING THE CYCLE?

Ultimately, one of the best things you can do to break the trend cycle is simply keep your clothes for longer and wear them more. Clothes help you express your identity. While your identity might be ever changing, your clothes can often be worn in a myriad of ways to help you get more use out of them. Whether you buy from sustainable brands or purchase second hand pieces, you can be purposeful in what you buy and wear.

Read our piece on local clothing library Thriftika to learn about an innovative way to give some new life to your clothes!

Pay attention to your favorite companies and learn how they treat their workers. As more brands are looking to their customer's demands, social media campaigns like Fashion Revolution's #WhoMadeMyClothes? aim to hold companies accountable and transparent.

Be wary of companies that greenwash, or when companies market themselves as eco-friendly when they really aren't. Utilize places like Good On You's brand directory to see if a company you like has been evaluated based on several sustainable factors.



RESOURCES:

The 20-Year Trend Cycle: What is Next?

By the Numbers: The Economic, Social and Environmental Impacts of "Fast Fashion"

Understanding the 5 Stages of the Fashion Cycle

Fashion Revolution

Remake

The Ugly Truth Of Fast Fashion | Patriot Act with Hasan Minhaj | Netflix

Sustainable or Greenwashing? How to Evaluate Fashion Brands



For this photoshoot, the Frothy team decided to show how trends are cyclical. Using trends from the past three decades, 90s, early 2000s and current, the pieces seen have all gone through the fashion trend cycle and are cycling back into fashion today. ♡

FLUFFY BAG

This tutorial is for a fluffy bag - I've been seeing a lot of these! You only need two types of fabric, a fluffy or textured fabric, and a smoother fabric as an inner liner. For my bag, I had a half yard of fabric. Here are some dimension ideas:

Small: Bag/Liner - 8.5x"11" on the fold // Strap - 4"-5" x 14" on the fold
 Medium: Bag/Liner - 12" x 11" on the fold // Strap - 4"-5" x 18" on the fold
 Large: Bag/Liner - 14" x 12" on the fold // Strap - 4"-5" x 20" on the fold

MATERIALS

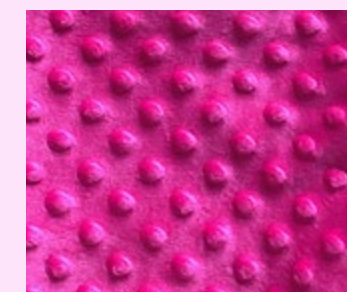
- The supplies you will need:
- half a yard of a fluffy & a satin fabric
 - scissors
 - measuring tape
 - marker
 - needles
 - thread.



STEP 1



Fold the satin fabric in half and measure out the width you want for your bag. I measured about 9 x 12 inches. On the same piece of fabric, you should have room to also measure out and mark the fabric needed for the bag strap; I measured mine to be about 5 x 16 inches. Remember to add on an inch for seam allowance!



STEP 2

Cut out both of the pieces.

SLOW FASHION DIYS

FLUFFY BAG

FAUX LETTUCE HEM

SIMPLE SKIRT

Written by Tiffany Fried
 Photography by Tiffany Fried
 Spread Design by Cassie Urbenz

STEP 3

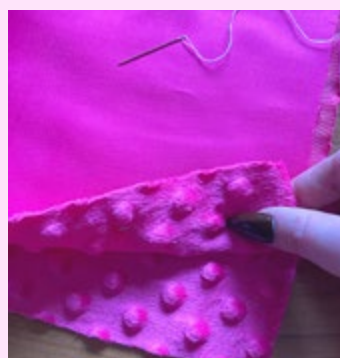


Fold the fluffy fabric inside out and in half. Using the satin fabric as a template, cut out the same amount of fabric from the fluffy fabric. Repeat this step for the bag strap as well.

STEP 4

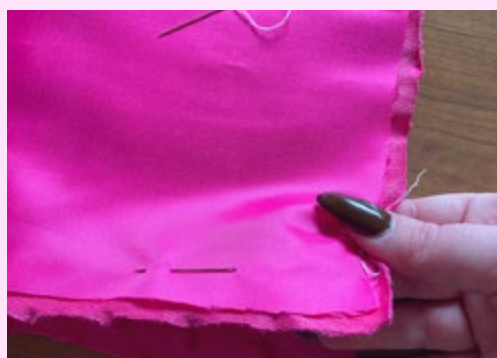
Now it's time to sew the satin and fluffy fabric together to create the inner lining of the bag. Lay out both pieces of the 9 x 12 fabric with the satin on top of the fluffy fabric. Then fold that in half, so that when you are done sewing them together you can flip the pouch inside out.

STEP 5



Sew all along the sides of the square, leaving one side open (this will be the opening of the bag). You should be sewing through 4 layers of fabric. I only sewed one time, but for a sturdier hold you should sew over the same area twice.

STEP 6



Once you are done, flip the pouch inside out and that will be the body of the bag.

STEP 7

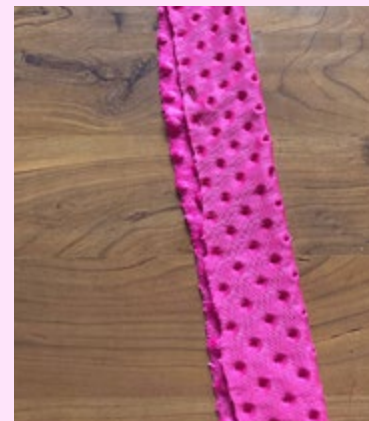


Using a similar method, lay out the fluffy fabric for the strap and fold it in half. The matching satin piece was only used as a template; You will not need it to sew the strap together. Sew one end and the sides together, and then flip the fabric inside out when you are done.



STEP 8

Finally, you want to attach the strap to the bag. Flip the body of the bag inside out and place the ends of the strap as close as you can to the edges, and sew.



STEP 9



Once you are done attaching the strap, flip the body of the bag inside out and you are done!

SIMPLE SKIRT

MATERIALS



- yard of a stretchy fabric
- measuring tape
- scissors
- a towel
- an iron
- Stitch Witchery



Fabric can be found at your local second hand fabric providers (some local options are Heart of Gainesville, or the Repurpose Project) and supplies are available at Joann's Fabrics or Michaels.



STEP 1

You'll need two measurements: Your waist, and the length you want the skirt to be. Fold the fabric in half and flip it inside out. Divide the waist number by two and mark it on the fabric along with where the skirt ends.

STEP 2

Cut the fabric. Make sure that you are cutting from the side that is folded over. Cut as straight as possible, however it is okay if it isn't perfect because we will be hemming the skirt in the next steps.

STEP 3

This is what the fabric should look like after cutting. Basically, a skirt but with one side of it not sewn together.



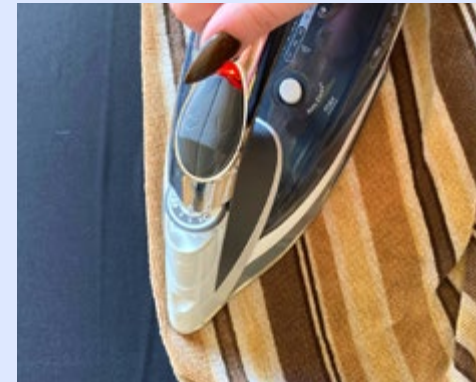
STEP 4

Time to hem. Spread out the fabric entirely and flip it over so that the side that will be on the inside of the finished skirt is facing up. Take the Stitch Witchery and place it just above where you want to hem.



STEP 5

Fold the hem over the Stitch Witchery.



STEP 6

Follow the Stitch Witchery instructions to bond the fabric together. Take a damp towel and place it over where you will be bonding the fabric. Take your iron, and with the Wool setting, iron over the hem in sections, for 10 seconds on each section. Check if the fabric is bonded, then flip the fabric over and repeat the ironing process on the other side to ensure a strong bond. Repeat this entire process on the top end of the skirt as well.



STEP 7

Now that both the top and bottom of the skirt are hemmed, the last step is to close the skirt. Keeping the skirt inside out, cut and place Stitch Witchery where the side seam would be if we were sewing. Repeat the fabric bonding process. Once you've bonded the skirt, flip it inside out and you are done!

FAUX LETTUCE HEM

This is a neat way to upcycle an old shirt that is on trend and simple to do, although a bit time consuming!

MATERIALS

- a shirt
- scissors
- needles
- thread

STEP 1

Start by cutting the hems that you want to faux lettuce in a wavy pattern. I only cut the bottom of my shirt, but you can also cut the sleeves and neckline.



OVERCAST STITCH

OVERCASTING STITCH. Make a knot at the end of your piece of thread. Point the needle away from the hand with which you are working and toward the shoulder of the other hand. The stitches should be about ¼ inch apart. End a row of overcasting stitches with a few little backstitches one over the other.

STEP 2

Thread your needle and, using an overcast stitch, simply stitch all around the hem. Make sure to place stitches as close as possible to each other if you want to avoid gaps.

It's as simple as that! For extra flare, you can switch up the color of your thread as you go. ♡

IF YOU TRY ANY OF THESE DIYS, BE SURE TO TAKE A PICTURE AND TAG US @FROTHYMAG ON INSTAGRAM



Written by *Isabelle Garcia*
Photography by *Lilly Wilhite*
Spread Design by *Adriana Zarate*



HOW TO HOST A CLOTHING SWAP





When most people think of “sustainable fashion,” they might think of thrifting at local secondhand stores or buying clothing from eco-friendly brands. While these are great ways to build a greener wardrobe, an even cheaper and eco-friendly option is the clothing swap. The clothing swap is a type of event that has been around for a while, and you might have already heard of one! By gathering a variety of people with different sizes, styles and closets, a clothing swap is the perfect way to find free, sustainable and unique pieces to fill your wardrobe. Here’s how to plan a safe and successful clothing swap.



Keeping it inclusive
 Everyday, we should fight for complete representation of all body types in the fashion world. The clothing and fashion industry is already filled with ableism, fatphobia and racism.

 Don’t allow these prejudices into your clothing swap. Everyone is welcome to contribute their clothing and pick up clothing! This event is for sharing things and bettering the community; don’t let any barriers to entry bar certain groups from participating!



PLANNING (THE HARD PART)

Playing it Safe
 We are in a PANDEMIC so maintaining the health and safety of your community is the first thing to think about when organizing a clothing swap. Full stop. Period. Don’t even THINK about throwing this event without requiring masks and social distancing. Among other things you should consider are: hosting the event in an outdoor setting (your local park could be a great option), making sure hand sanitizer is provided, clothing displays are placed at least 6 feet apart and that attendance is capped at capacity standards in your area.

Making it organized
 Organization is key in a clothing swap. In order to maximize exchange, make sure your attendees are displaying their pieces in an organized way! Set up stations with tables or blankets for clothes to be displayed! If you have enough pieces, have different categories for clothing: (i.e. dresses, skirts, tops, jeans etc.).

 Ask attendees to fold up or lay out their pieces neatly on the table for others to go through! And as someone who has worked in retail, I am *begging* you to fold up whatever you put back if you decide you don’t want it. Don’t be the asshole who leaves a mess for others to clean up. Totally not sustainable of you :(

SWAPPING CLOTHES! (THE FUN PART)



So you've finally done it. The clothing swap is here and in full swing: there's a wide variety of clothing, everyone is physically distancing and wearing masks, and people are finding great pieces! Here are some tips to navigate the actual event and ensure you get some cool pieces.

- Since you can't try things on, go in understanding what ranges of sizes you are. Try wearing clothes that allow you to throw things over for a rough fit estimate.
- Make sure you put clothes back neatly if you don't choose them.
- Meet new people! See someone with a similar style? Say hi! A clothing swap isn't just a place to find new pieces, it's also a great place to make friends and find mutuals.



CLEANING IT UP

A main tenant of sustainability is to leave places better than you found them. The same principle applies to your clothing swap.

Don't let any trash like hangers, plastic bags or tags go undisposed. If there are any unclaimed pieces, have a donation bin or a scrap bin for DIYers to reuse into projects or upcycling. Donate the rest to any mutual aid programs or homeless shelters where they might be put to better use than thrift stores.

Fighting unsustainability in the fashion industry comes in many forms; by incorporating multiple forms of sustainability into your life, you'll be able to live a more holistic and long-lasting sustainable lifestyle. ♻️



IMAGINING A WORLD

Written by *Malyna Reed*
Spread Design by *Dina Coletti*

I know this issue is all about fashion, but let's stop and think about a world where fashion did not exist.

While it's fun to dress up and go out, our unnecessary collection of belts and dresses is drowning our home. A quick Google search will show you that the fashion industry is responsible for

10% of human's carbon emissions and is the second largest consumer of the world's water supply. People are buying 60% more garments than they did a decade ago, but only wearing them for half as long. Thanks to the trend cycle and consumerism, humans are shortening their attention span down to the socks on their feet - and killing the environment while they're at it.



We know the fashion industry can almost never be 100% sustainable in its current state, so what would our world look like without Forever21 or Gucci?

For starters, the world would be healthier. In case you don't know this stat right off the top of your head, the fashion industry itself uses about 79 billion cubic meters of water *each year*. The average T-shirt takes 2,700 liters of water to make.

Clothes are mass-produced through the trend cycle of the fashion industry. If fashion didn't exist, we would likely purchase and wear incredibly similar clothing. By handing out shirts and pants that were a plain, light color, people could naturally dye them as they please. In doing this, we would stop harmful dyes from washing into our soil and oceans. If you think about it, your graphic tee from H&M is slowly killing more sea turtles than your paper straw could ever save. So maybe, put it back on the rack for now.



As a society, we would see each other in an equal light. Without stereotypical aesthetics and clothing pieces that objectify the genders, we would have to look within to really know someone. While not even noticing, you probably judge people by their fashion sense a lot more often than you think. But, if everyone was wearing the same brand and style of clothing, your room to read shrinks quite quickly. Gender identities could no longer be tied to certain colors of "feminine" versus "masculine" aesthetics. The battle to justify your look would stop dead in its tracks, because we wouldn't have "looks". Honestly, I would hope that we would all simply become genderless beings. Everybody wears the pants, because pants are all we are given.



WITHOUT FASHION



Come to think of it, there would probably be **less discrimination** in the hiring process as well. We are generally told to "dress for success" but... if we all wear the same thing, that saying becomes obsolete. We would never have to go shopping for "professional clothes" again. Sounds like bliss to me. Why are dress pants \$40 anyways?

In a more casual environment, **we would also probably have to turn to a new form of expression** since we would all be flaunting the same fit. Now I know what you're thinking...Malé, I love to express myself through my sense of fashion! What would I ever do if that was ripped away from me?!

Simply, find a new art form, my dear.

Yes, that's right.

Art form, because being able to express your creativity through clothing definitely categorizes you as an artist - in Frothy's eyes at least. If you have an eye for fashion, you can easily practice drawing or painting. Working with colors and different shapes to create beautiful patterns is very satisfying, and just takes your core creative skill and applies it to a different canvas! Plus, I think we all agree that saving the planet is worth shifting hobbies - right?



The more I write, the better a world without fashion sounds. While it would definitely be a stark change from our current lifestyle, I think it would provide lots of growth - for our world and for ourselves. I encourage you to envision your life without fashion. Dream of how liberating it would be to not stress over what you will wear each morning. Dream of the greenery added to earth with all the water we would preserve each year. Dream of new forms of art to explore.

Go on...close your eyes. ☺





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