

LOONLOOK

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Issue 1

**Local
Minneapolis
Sustainable &
Ethical Brands**

*An Inside Scoop on Fashion
Week MN*

**How Can
You Be a
Conscious
Consumer?**

*Your Tips for Ditching
Fast Fashion*

Sustainable
Style

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PHOTOGRAPHY BY STYLE DU MONDE

How Can You Be A *Conscious Consumer*

Your Tips for Ditching Fast Fashion

Most of us are familiar with the term “fast fashion”, and most of us might know what it entails. Yet for those of us that may need a refresher: it’s the term that is most related to apparel stores like; H&M, Forever 21, Zara, and sadly, many more. Fast fashion is known for producing their clothing in non-ethical and non-sustainable ways. They use cheap resources to mass produce their items while paying the laborers unreasonably low wages and working them in harmful conditions just so these stores are able to sell their trendy clothes at low prices. Environmentally, it takes over 2,500 liters of water to make one cotton shirt. Now think about how many cotton garments are being produced hourly. We now can see why there is a new wave to remove ourselves from supporting fast fashion brands. But what steps can we take to be a more thoughtful consumer?

First, get friendly with thrifting. Be that person who finds a dream pair of high-wasted Levi jeans (like yours truly *wink* *wink*). Not only are you finding unique pieces for your wardrobe and saving money at the same time, but you’re also being involved in recycling clothing which is beneficial for the environment! Secondly, get your research on (or keep reading for some helpful tips). Find clothing brands that have the label “Fair Trade” which means that they pay the laborers fair prices and demand safe working conditions. Next, search for brands that use organic or recycled materials and sustainable fabrics. Okay... but what brands are ethical? Everlane, Matt & Nat, Patagonia, Levi’s, and Reformation are a few examples. And lastly, when in doubt borrow your pal’s clothing! Can we bring back this bond of fashion between friends?

I hope I have inspired you to be a more conscious consumer and strive to shop ethically to help our world and the people in it.



Summer

Off-White

Sustainable Style for the Summer Heat

Welcome, welcome! This is part 1 of a 2 part Houston series. I traveled down to H-Town to visit my lovely friend and Loon Look photographer, Ava!! As you may guess; yeah, it was hot! But we sucked it up and made it through the gated community to shoot some photos for the blog. I had to play “Versace” because of this moment (google the lyrics if you aren’t quite sure what I’m referencing here). Yes, the luxurious homes provided for a great background too, as you soon will see.

If you don’t know my styling go-to for wearing different shades of white/cream/ivory/etc. together, then take a look at my closet, man. First of all, it’s color-coordinated and the white color section takes up 1/3 of it!!! Serious. Back in April ‘18, when I did coverage for Fashion

Week MN, I purchased this button up and linen trouser shorts from The Keep; one of the vintage brands that was being represented in the Circa Now event. Also, I have been putting this coin

necklace to good use lately. I love the vintage look it instantly brings to any outfit. But really, a look like this delivers two

“There is something that I have always found so chic about incorporating a white palette for a look.”

of my favorite vibes. First is a 90’s “Parent Trap” vibe. I envision Elizabeth James wearing this. It reminds me of that amazing off-white ensemble she stunted while in London. And the other vibe... a summer in Italy. Think of the film, “The Talented Mr. Ripley”. I’ve already decided I’m wearing this when I visit in May ‘19. Now, everyone please send Ava a ‘Thank You’ letter because this is definitely my favorite shoot so far.

WRITTEN BY SADIE BOZYK
PHOTOGRAPHY BY AVA KENDALL

Fashion Week MN:

Circa Now

WRITTEN BY & PHOTOGRAPHY BY SADIE BOZYK

At the beginning of the year, I ambitiously sent out emails to the founders and companies of Fashion Week MN in hopes of attaining my goal to become involved with my local fashion community here in Minneapolis. Thankfully, I was granted access (sounds so official wow) to feature any fashion show here on my blog! While browsing on the FWMN website, I was drawn to Hazel & Rose's show, "Circa Now". Mainly because, as a person who is passionate about sustainability and ethicality, I was really glad to see a show that presented this. Hazel & Rose is a company that showcases sustainable and ethical independent brands. This show presents some of the many brands they that humbly display in their store, like: Arc's Value Village, Moth Oddities, Tandem Vintage, Arlee Park, Golden Pearl Vintage, and The Keep. During the beautiful madness building up to the show, I had the pleasure of chatting with the curators backstage and learning about their brand's aesthetics and inspirations. I'm so excited to share the experience with all of you; after all, it has been six months in the making.

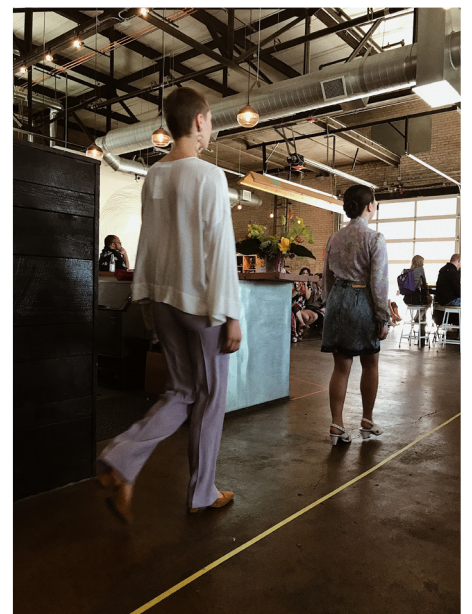
I have huge amounts of gratitude for being able to experience and write about this event. Listening to the curators talk about ethical and sustainable fashion was completely inspiring. I believe we can be a generation that successfully makes significant changes to sustainable and ethical fashion. Our earth and the people in it are too precious to not fight against the harmful impacts. A point from the panel discussion that stuck with me was the idea of instead of going to a Zara for example to buy a somewhat expensive item, like a blazer, or pants, check out local vintage/thrift stores from which you could probably find a similar item that could be less expensive and would last you a whole lot longer. If you need more guidance or information on sustainable and ethical fashion and why recently consumers are making this shift, read my article about [How You Can Be A Conscious Consumer](#). Let's be mindful! Lastly, thank you Emma and Bobbi from Hazel & Rose for letting a curious student enter into the mix of a lovely FWMN show.



Arc's Value Village incorporated vibrant, bold, yet soft colors into their looks. An upscale and modest vibe with a hint of fun, along with the help from a stripe of eyeshadow.



Moth Oddities, similarly to Arc's Value Village's collection, embraced a pastel yet bright palette. It's definitely Spring; hand me those lilac trousers please.



Tandem Vintage delivered the prints for this event. I love love! They have some of the sweetest and unique dresses, and uh... I copped those soft pink tailored shorts. Can't wait to stunt 'em.



Arlee Park showed a modern take on vintage which was really inspiring and the most accurate to my personal style. I also call them the "Denim Gods" as you'll see later; they have the sickest denim. If I could, I would sweep away that second look all to myself.



I really enjoyed **Golden Pearl Vintage's** looks. I don't think I'll ever not be obsessed with an all white outfit. It makes someone an instant angel. Also, this season we buckle our mini purses around our waist, just like how I will be doing with my new thrifted Prada bag (that was a great day). But anyway, dope, dope looks, Golden Pearl Vintage, my eyes thank you.



The Keep wonderfully snuck in the color of 2018-- millennial pink. This color is hardly, if ever, seen in my wardrobe but The Keep really incorporated this color so well into their looks. I'd never thought I'd enjoy a tan blazer with millennial pink shorts. I am changed.

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*Loon Look is a creative outlet
that starts with the intention of sharing.
Sharing looks, thoughts, spaces, and
collaborations. Additionally keeping in
mind the power of authenticity
with every post.”*

- Sadie Bozyk

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