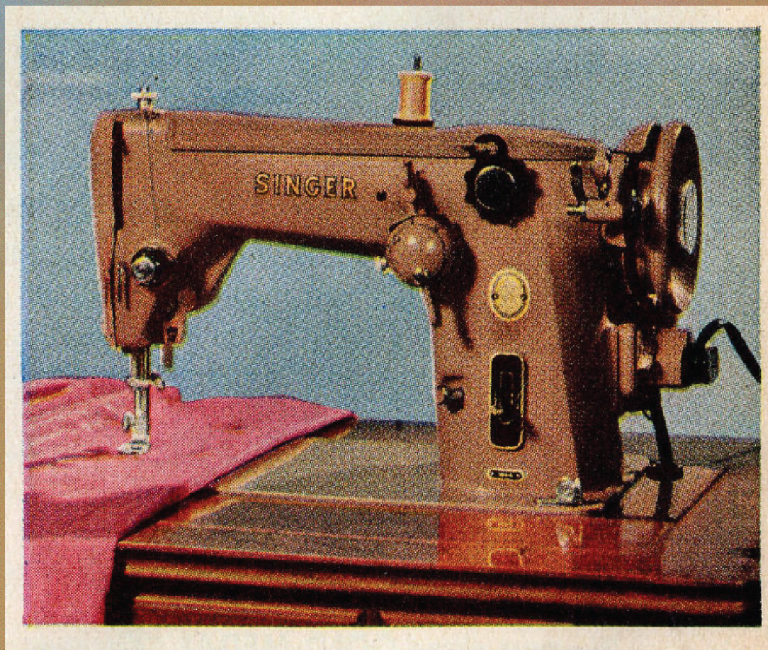


behind the seams



be fashion-forward while also moving fashion forward

featuring

- @b.ellerz
- @iamkrwnd
- @yjudahman
- @suspendedstudios
- @cerealartist
- @lexsonator
- @remixedbytal

via Instagram

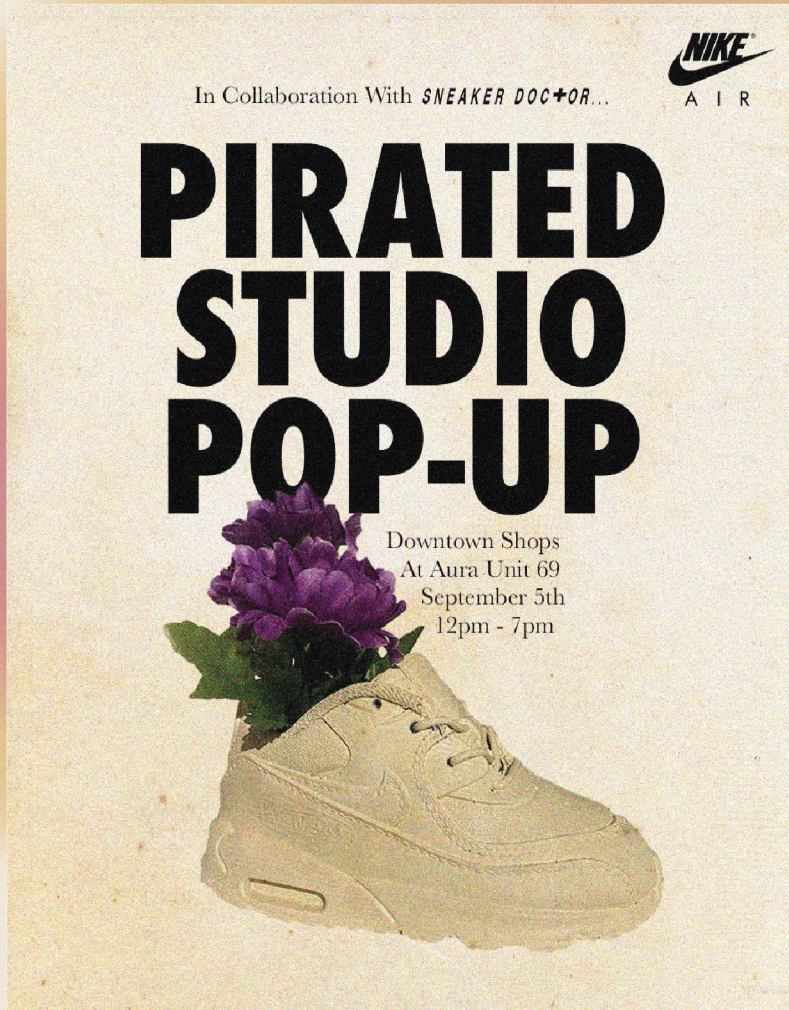
let's have a conversation

“Behind the Seams” explores gender, inclusivity, and sustainability in fashion through a virtual lens. Joined by local online fashion personas, this zine presents the experiences of social media personalities in the current fashion world.

@b.ellerz
@piratedstudios

Fashion is a silent form of self-expression that showcases individuality.

We dress depending on what we feel.



In Collaboration With *SNEAKER DOC+OR...* NIKE AIR

PIRATED STUDIO POP-UP

Downtown Shops
At Aura Unit 69
September 5th
12pm - 7pm

I strive to provide high quality products that are memorable and meaningful.

Many of my products are innovative or repurposed goods which help in the pursuit of environmental sustainability.

I want to see more female representation in the sneaker industry. I feel that sneakers have been catered more towards men even though there are many women like myself who collect.



CONCEPT BY ISABELLE LEONARDO - CRUZ

GLITTER BOY ROYAL BLUE PINK MATTER
WHITE FERRARI CHNL DRNG MOON RED

SWATCHES

SWOOSH #2

SWOOSH #1

#1 #2 #3



A big problem in the fashion industry is the amount of textiles thrown out each year. Although I believe it takes more than one person to change this, I figured I should do my part to maintain a sustainable space in the fashion world and hope other people will follow.

@iamkrwnd

Within the fashion world I am a designer of jewelry.

I think it's important to work with and put money in the pockets of marginalized artists/creatives behind the scenes.



My brand's ethos encourages every individual to see themselves as royalty and to share their individuality with the world.

I like to say I crown kings and queens and turn ideas into gold.

The fabric of the fashion industry is comprised of a multitude of different perspectives, styles, ideas and mediums expressed as wearable art.



Fashion has been a zeitgeist and a way to reflect the times.

Mentally, it has a way of dictating beauty standards that may not always be realistic and women are often objectified to sell products.

fun fact:

Almost two-thirds of consumers are self-proclaimed “belief-driven buyers” who will choose, switch, avoid or boycott a brand based on its stand on societal issues.

Where do you stand in this number?

fun fact:

With brands struggling to cater to an increasingly more diverse and vocal market, diversity and sustainability is becoming the dominant marketing strategy for this generation.

Is it right to capitalize on this?

@yojudahman

I first started as a fashion enthusiast.

My involvement in the fashion world has always been something that has changed with time.



Fashion is nothing short of an art to me.

Fashion's impact on society is definitely huge in the sense that it can affect how confident an individual is in themselves.

I would love to see more inclusivity with different body types on the runway, as well as advertisements. Imagine how great it would be to scrap the whole idea of having 'an industry standard' in that area.



The amount of creative power you have in all areas of this art is simply unlike any other.

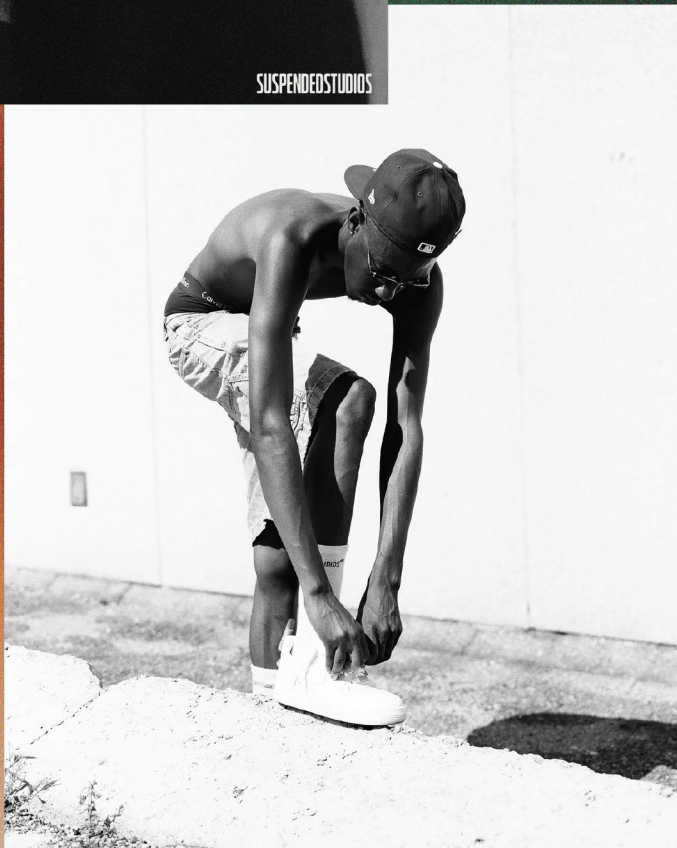
There isn't anything that you can't do in fashion.



@suspendedstudios

Brands and designers are now stepping to the forefront and using fashion as another channel for social justice and equality awareness.

My daily lifestyle of fashion is expressed through my brand SuspendedStudios.



What I would like to see changed in the fashion industry is being able to have spaces for artists and creatives to practice their craft. I just want inclusive spaces where anyone is able to go and feel included.

What fashion means to me is to be yourself.

Fashion is about individuality, creativity, comfort, fit, and confidence.

For my brand we try to keep our carbon footprint low by not wasting any materials, using more eco-friendly paints and prints, and using more recycled materials to make something fresh and new.

fun fact:

In 2018, fashion was responsible for nearly 2.1 billion metric tons of greenhouse-gas emissions.

Since then, the number has only gone up.

fun fact:

For 2020, there are 3 areas the industry needs to focus on:

- 1. Reducing emissions from upstream practice**
- 2. Reducing emissions from brands' own practice**
- 3. Encourage environmentally-conscious consumer behaviour**

Remember that the government and policy makers need to promote sustainable practice too.

fun fact:

Brands often have trouble keeping up with sustainable practices and will often “green-wash” (claim to practice sustainably, but their outcome is often small or ineffective).

Find some ways to be more conscious of real sustainability in brands

- Download apps
- Do your research
- Bigger brands lie often
- Don't fall for trends and marketing strategies
- Recycle and upcycle

fun fact:

“If you systematically created your business with the intent of celebrating certain ideals, and everything has been built on that structure, then it's rotted from the root.”

- Aurora James

@cerealartist

Fashion is a channel where people can express themselves with their personalities.

I tend to focus and get more excited about accessories and sneakers and usually built my outfits up from the sneakers.



In this generation, fashion has been heavily impacted by social media.

People are constantly on social media looking for outfit inspirations and trying to keep up with the current trends and all that has definitely influenced people especially younger generations about how they should dress. That changes the focus of fashion a way to express oneself freely into a "controlled" way of expression.



I love vintage clothes and how we are able to recycle fashion. Not only is it sustainable and ethical, but it also drives creativity to recreate existing materials into something new and exciting. That's what keeps me excited to be able to reuse existing items and give them a totally different, new look and purpose.

Fashion allows me to be more creative,
build self-esteem, and to feel overall happier.

Currently I have shifted over to the stylist and modelling side of the industry.

Everyone knows that fast fashion is one of the worst parts of this industry, but most can't detach themselves from it due to its affordable price point and popular trends. However, I think by putting in a little extra effort to build an outfit at a thrift store, or donating clothes you no longer need means that there's less garments going to waste.



I see fashion as a way of self-expression. It gives you the ability to reflect how you feel through various garments.



On a grand scale, fashion is viewed as a trend and I perceive this as a negative impact because there isn't room for diversity in a trend.

Everyone essentially hops on the same wave so people become more desensitized to expressing themselves and rather just blend in.

@remixedbyt

The line of work I do contributes to sustainability in fashion through minimizing waste by giving a new life to used or discarded materials.

When creating, I tend to focus most of my attention on the subject or audience, and less on myself.



I've always been figuring out ways to manipulate old or discarded garments into new and interesting pieces.

Everyone is able to have a voice in the fashion world now because of social media which makes possibilities endless.

Fashion is a means of total self-expression and I'm grateful to have developed a small platform that allows me to graduate from expressing myself with fashion to influencing others with fashion.



Together, fashion and social media drive consumerism and now more than ever, fashion is becoming something for everyone, not just the people who went to fashion school or can afford huge designer brands.

fun fact:

There is no gender in fashion.

**What you believe to be men and women's clothes
is a result of the gender behaviours you were
taught.**

The gender binary is a social construct.

It's time to break the binary.

fun fact:

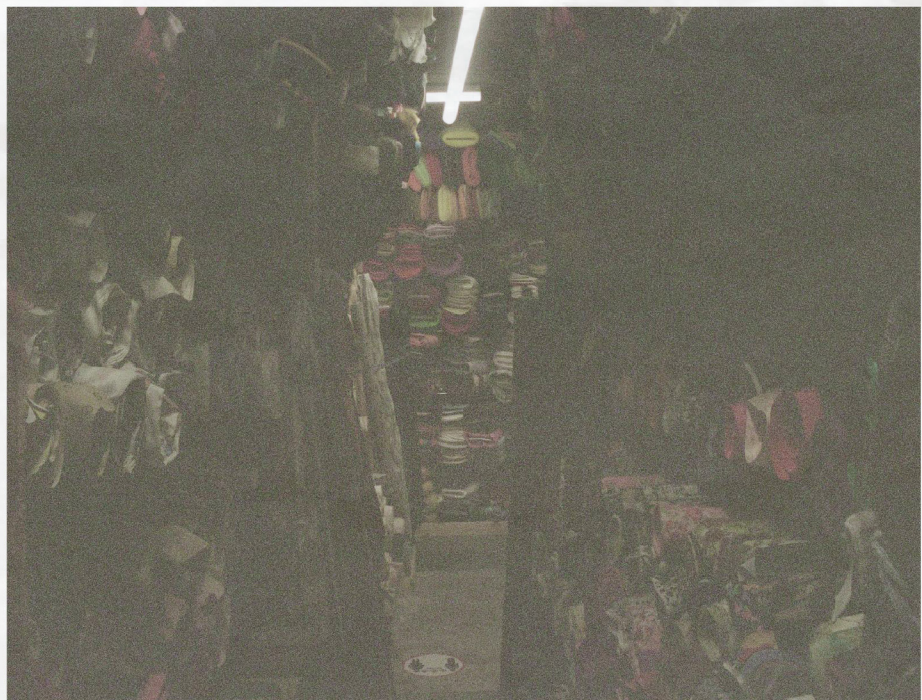
**In 2019, more than half of fashion employees
did not think their current employer's
leadership team was racially diverse.**

Do you feel represented in your workplace?

What do you think needs to be changed?

What will you do to be better?

Be fashion-forward while also moving fashion forward.



care for the new, rebuild with the old