

A close-up photograph of a horse's mane and tail, illuminated with dramatic, low-key lighting. The top of the mane is lit with a bright, golden-yellow light, while the rest of the hair is in deep shadow, with some purple and blue highlights. The overall mood is mysterious and elegant.

BRAND MOOKS

issue

VENTURING INTO LUXE & SUSTAINABILITY

1

brand mooks

Impressum

Editor-in-Chief
& Layout

Réjane Salaün

Contributors

inachicstateofmind
by Marisol Image
Jan Haedrich
Laura Von Hagen
Olesya Nazarova
Céline Peruzzo
Narmada Ramakrishna
Izabela Switon-Kulinska
Naomi Walsky

Contributing
photographers/
Credit photos

Krystel Schupbach
Serge Hamad NYC
Lanius
Naomi Walsky
Maine&Ivy
Olistic The Label
Pink Maharani
Vesna Garic
wepopup

Thanks

Adhesive Studio
Sauvetage de Geneve
Café Ex Machina
Vesna Garic

ANY FEEDBACK ABOUT THE MOOK /
THE BRANDS CAN BE POSTED ON
[brandmooks\(at\)wepopup.net](mailto:brandmooks(at)wepopup.net)

PUBLISHER

brand mooks is published by Réjane Salaün - wepopup
Place du Bourg de Four 4, Geneva, CH-1204
| brandmooks@wepopup.net | +33 782 733 191 |

editor's letter

FROM BREAKTHROUGH INNOVATION TO SOCIETAL INNOVATION

Réjane Salaün
Editor & founder brand mooks

3 words "organic, circular and fair" are driving brand mooks on a daily basis. brand mooks is committed to raise awareness of how consumers think about the fashion industry. brand mooks exclusively features designers who operate their businesses with respect for people and for the planet. We believe in slow and long-lasting fashion.

brand mooks comes from both a dream and a reality; the dream that women should get more voices in our society, the dream that we can eradicate poverty and highlight girls and boys' education and peace, close to us, and worldwide. It also comes from the reality that we still have a lot to build and that our mission as a Swiss digital media and agency is to pave the way in a more holistic approach.

Few months ago, I was fascinated by the development of the lab-grown diamond industry (see the post with Pascal Gallo, CEO Lake Diamond on weblog www.wepopup.net). The idea of luxury is changing. I wonder if, within 5 or 10 years, the idea of a lab-grown diamond will seem more luxurious than a mined diamond?

"Attention is the rarest and purest form of generosity"

Simone Weil writes beautifully of attention as contemplative practice through which we reap the deepest rewards of our humanity. She considers the superiority of attention over the will as the ultimate tool of self-transformation.

"Attention, taken to its highest degree, is the same thing as prayer. It presupposes faith and love (...).

If we turn our mind toward the good, it is impossible that little by little the whole soul will not be attracted thereto in spite of itself."

In a culture of busyness, the idea of hurry-hurry as the most important objective of living, we have to question ourselves about the way we value our day, how we spend our day, how we spend our lives. In Fashion, "it is always about money", meanwhile, we can't forget that international groups, are increasingly presenting themselves as influencer... Quid?

With brand mooks, in this first issue, we will talk about "honest luxury".

brand mooks

COVER



VO1

Read *Fur, a matter of personal convictions*
@thetallis
@brandmooks

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vesnagaric.com
Blue Caldera

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sustainable & stylish at work



This Autumn 2019 is most exciting dressing for work!

*Not only do we have an offer that
most everyone may find their delight.
We also have an increase in stylish
choices in the sustainable fashion
department as styled and
demonstrated by
@inachicstateofmind*

TEXT INACHICSTATEOFMIND BY MARISOL IMAGE
PHOTOGRAPHY WEPOPUP

What most amusing about this Fall 2019 collection from Mos Mosh is that the colour palette will marry harmoniously with every other item in the collection. This creating a work capsule wardrobe that makes it easy to get dressed every morning without sacrificing style. Creating infinite possibilities to mix and match will become child's play.

More over, knowing that Danish brand, Mos Mosh, is based on humble principles not only to ensure good ecologically responsible craftsmanship, but also fair treatment for everyone involved in the process. This translates into 90% European production, sourcing responsibly grown cotton, using the least amount of chemicals when producing from recycled materials, recycled packing and an ethical code of conduct from the suppliers.

Complementing each look you find the handbags by René René that are made with love by the master hands of its designer Sylvia Blondin. Craftsmanship, precision and know-how that will be appreciated by the keen eye of a fashionista. Each unique handbag from its conception to its production goes through a number of steps at its workshop/showroom based in Geneva, Switzerland.

Supporting the artisans like René René will ensure longevity of the product because of its special origins. This increases its value and appreciation by the consumers and takes us away from the "fast fashion" track.

When knowing these all of these facts we can only be inspired to make more educated choices.

Featured here is fashion
from Mos Mosh Autumn/Winter
2019 Collection
& handbags by René René.

rene-rene.com
mosmosh.com
ltendance.com
inachicstateofmind.com/



brand mooks





TRENDS



HONEST LUXURY
RHAIKA LONDON X TALLIS



Length 115cm. Width 15cm (at widest point).

TALLIS

TEXT REJANE SALAUN
PHOTOGRAPHY WEPOPUP
thetallis.com

The Tallis Scruff is a new way to bring fur to our wardrobe, luxurious and decadent but with a fresh design you can wear any day and anywhere. This newly released two-tone (navy/cobalt blue) version is a twist on our best-selling classic. The scruff has also two fastenings, one on the inner side to keep it in place as a collar and a second at the end to allow it to be tied back behind the neck. One fastening at base, second fastening 5cm above base.

Whilst it is a 100% Swiss Red Fox fur, this fur is not farmed, it a by-product of an environmental management programme in Switzerland. Tallis is a member of the British Fur Trade Association and we work very closely with Swiss Fur.

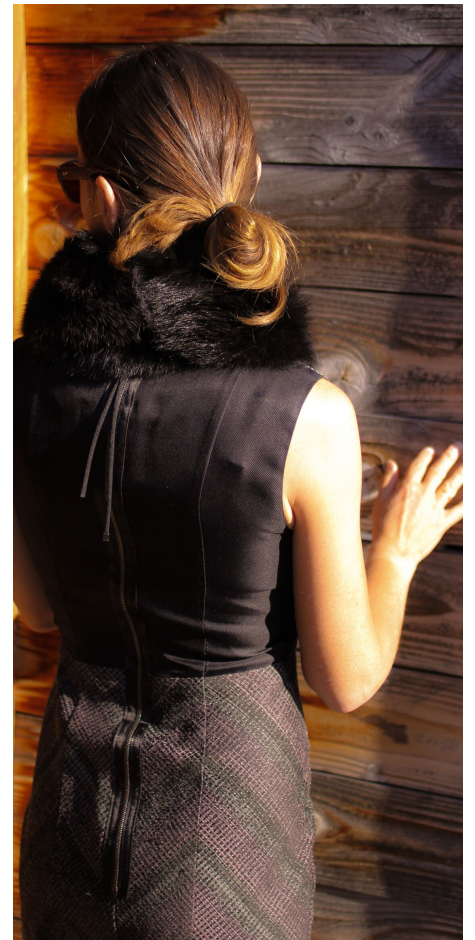
Their little stag is well-known in Geneva, popping up all over the place with warm clothes and accessories



The Scruff workwith all sorts of outfit:



dropped off the shoulder over an evening dress



double wrapped around your neck as a funky scruff

Fur, "a matter of personal convictions"

TEXT REJANE SALAUN

This is the "Animal Welfare" argument: Most of us agree that humans have a right to use animals for food and other purposes, but only if we cause them as little suffering as possible. The modern fur trade takes this responsibility very seriously.

I can feel people suffocating because of the cover of the MOOK and this article about Tallis. Let me start...

I am myself a vegetarian and in love with animals since I am a child, former horse rider and now owner of a lovely Golden Retriever, I love to swim in the oceans, caress the cows, the bunnies and I love the smell of flowers and tropical fruits (except maybe the durian :). I would never post this article if I was not sure about the spirit and the concerns of Tallis founder and CEO, Lilly Gilbert.

Sure, I would not write about some brands which kill coyotes (God's dog for Navajo) to do parkas...

Since ever, humans need clothing to survive, and in many regions warm clothing is essential. Of course there are other materials to keep us warm, and the best of them (wool, down, leather) also come from animals but they are less likely to spark clashes; Why?

Trapping, hunting and fur farming, it should be remembered, also provide food and important income for people living in rural or remote regions where alternative employment may be hard to find; fur is certainly not "frivolous" for them. Historically, it is part of a systemic approach (food chain etc).

Fur is a natural, remarkably long-lasting and ultimately biodegradable material. By contrast, fake furs and other synthetics promoted by animal activists are generally made from petrochemicals, a nonrenewable resource. More troubling, recent research reveals that synthetic microfibers can cause considerable harm to wildlife.

Last but not least, fur clothing can be worn "vintage" or taken apart and remodeled as styles change, and will eventually biodegrade – all important environmental virtues, which is not the case with fake furs!!

There are arguments for and against buying second hand furs. I think it is an option to fight fur industries and fight synthetic furs too. Two in one!! I do like it!

fake furs are not biodegradable!

Tallis brand satisfies to four main criteria:

- they don't use threatened species furs
- no pain or cruelty inflicted
- the killing should serve an important use (meat)
- the killing should involve a minimum of waste

Tallis is a Swiss brand using responsibly sourced materials in a way that helps avoid waste. They use reclaimed materials such as cashmere, fish leather and sheepskin to make beautiful knitwear and stylish accessories.

Made of only natural fibres, their high-performance products are designed to last a lifetime and never pollute the environment.

Tallis has a story in sustainability.

Of course, this does not mean that anyone is *obliged* to wear fur. That decision is ultimately "a matter of personal conviction".



scruff TALLIS a collar over a Tailor Made Jacket





Takeaways from Milan Fashion Week SS20

ARTICLE BY IZABELA SWITON-KULINSKA @bella_zofia
PHOTOGRAPHY KRYSTEL SCHUPBACH @amataart_design



On 21st of September Milan Fashion Week presented Emerging Talents SS20 collections.

The idea of this show was to showcase young designers, who are innovative, yet elegant, but also that their collections would match the beautiful Palazzo Visconti. This prestigious address was a perfect venue for MFW experience. It's one of the most beautiful example of Rococo Milanese and dates back to the 17th century. Heritage-infused ballrooms halls, all covered in eighteenth-century frescoes by Nicola Bertuzzi.

I particularly enjoyed fashion show of Gianluca Alibrando. Fashion and music are this creators passions and it shows in his collection. Neoclassical inspiration and sophisticated details looked beautiful in the palazzo's interiors. This designer uses silk, feathers, colours, like: white, red and rose and it's all like a tribute to eternal feminine energy and beauty.

Second designer of this fashion show was Renda, who presented beautiful handmade lace pieces, such as renaissance lace, bilro, richelieu embroidery and labyrinth. All dresses looks like work of art, luxury and simple the same time. This brand keeps the Brazilian tradition of lace seamstresses alive which is very sustainable and empowering for local women who work with this brand.

One of the first Press Presentations that I visited was L M Agnese, headed by Italian designer Andrea Piccione and Chinese Michela Xiang.

This brand is a union between Western contemporary style and Chinese traditional culture. It was created in 2015 in Shenzen and very quickly was successful in China. Currently brand would like to be present in European market and is starting this journey in Milan during the fashion week.

Event was held at beautiful location of Four Seasons Hotel, models were presenting collections inside of the hotel and also outside on a magnificent staircase.

The SS20 collection by this brand was inspired by French movies: Jacques Deray's "La Piscine" and a remake "A bigger Splash" by Luca Guadagnino.

A lot of long and heavy dresses (masculine part) were combine with scarves on the head, sandals and belts and this added more light and feminine look. Shiny elements, prints and colour palette was reminding us of water, but also of south France. Blue, white, lime was mixed with fuchsia and khaki that are present in many L M Agnese lines. The collection definitely has an exotic touch that can be discovered by wearing these beautiful pieces.

I hope that this brand will soon have the recognition in Europe that it deserves.



L M Agnese



L M Agnese



Beatrice .b

On 21st of September we had the pleasure to see SS20 collection by Beatrice .b Italia. Fashion line led by Paolo Mason and Morena Bragagnolo. This fashion show took place at the famous via Clerici in Circolo Filologico Milanese that is a cultural institution in a building from 19th century. The Beatrice .b brand was a beautiful discovery for me, because it is sustainable, they produce their gourmets in Italy and they value people's work and craftsmanship.

The brand has 30 years of tradition and combines Italian know-how with cutting-edge style. It's a wardrobe for contemporary women, confident, successful and who are not afraid to try something new and to influence the crowd. Brand is already recognizable abroad: in the US, Middle East, Russia, Europe and Balkans.

The SS20 collection that Beatrice .b presented during the Fashion Week was taking us to '70s aesthetic, with geometrical shapes and chromatic colour palette. We could see solid shapes contrasted with fluid and moving elements. Cropped suits were simple while long dresses were adding movement to the shapes. I particularly adored the white hats with untied bows falling down, as it looked romantic and fresh. We could see day wear collection, swimwear capsule, hats, suits and it all was bringing us from city chic to the seaside elegance.



Beatrice .b

BEATRICE

B
ITA



My Fashion Week one day diary Milano Moda Donna SS20.

ARTICLE BY IZABELA SWITON-KULINSKA @bella_zofia
PHOTOGRAPHY KRYSTEL SCHUPBACH @amataart_design

Just being in Milan during the FW is fabulous, but participation in the fashion scene is like a dream, but also an exhausting one.

The city is buzzing with everything Fashion and it is just an inspiration to walk through the streets, you see fashion influencers, models, celebrities, literally everywhere. Beautiful shops, press presentations, crowd waiting to go inside the fashion show venue and photographers. I have been at MFW many times, but each one is different and I come home inspired and even more in love with Milan. In this short article I would like to take you on a #mfw journey with me. It will be a short visual diary with some highlights of one day in Milan with my amazing team.

First, my day started with hair and make-up by my personal make-up artist Ellie Avramidou Syridou from @realgoodlooks1
Then we went for yummy brunch at California Bakery, one of most important part of my day. Energized and happy, we walked towards first fashion show location: Ermanno Scervino at Palazzo Serbelloni. It was my 2nd ES fashion show this year and I enjoyed it very much. His collection was a masterpiece like always and I also enjoyed seeing my favourite fashion icon Olivia Palermo and Rita Ora.

After the show we visited presentation of Pink Paradise collection by Philipp Plein.

As a huge fan of everything that is pink I indeed was in a pink paradise. There were balloons, teddy bears, fresh flowers and most importantly a beautiful collection by this famous designer.

Then we headed to 2nd Press Presentation of the day, which was Jimmy Choo.

I was absolutely mesmerized with their new shoes and handbags collection and I liked the dark room with beautiful visual presentation combined with shoes exhibition.

There was no break and we had to rush quickly to the next fashion show: Beatrice .b.

I loved this brand and their SS20 collection, the silhouettes, colors and hats were very wearable and I will definitely visit their boutique when I will be in Italy next time.

We skipped the next fashion show and went to Italian coffee shop instead, which was a great idea and still within La Dolce Vita mood. We relaxed a bit, caught up with Instagram and we were ready to hit Milan streets again.

Walking to the next location we stopped by Galleria Vittorio Emanuele and took some photos and video with our friend, cinematographer Nikolas.

Eventually we manage to be on time to the last fashion show of the day, Emerging Talents at Palazzo Visconti.

Evening was not over, after we went for pizza at the local restaurant and were getting ready to go to my favourite club in Milan, Armani/Privé to meet with our Italian friends.

As you can see it was a busy day and to survive MFW I needed a lot of good coffee and help from my friends and team: Krystel Schupbach, Ellie Avramidou and Nikolas Grasso, who was making us laugh all day long.

My look:

Top: Intimissimi

Skirt: Rue Vautier

Crystal Necklace:

Rue Vautier

Handbag :

Alila Fur & Leather

Shoes : Raid from Zalando

Sunglasses : Versace & Tod's

Hair and MUA: Ellie Avramidou Syridou

Izabela – Fashion Blogger (www.bellazofia.com)

Influencer (IG@bella_zofia)

Fashion show producer (www.defileevents.com)



Amata Art





LIFESTYLE

Maine & Ivy

FALL COLLECTION ALL GENERATIONS

TEXT JAN HAEDRICH
PHOTOGRAPHY MAINE&IVY

Envision, if you will, the choppy coast of Maine, where yachtsmen and lobstermen-alike resemble real-life models in their yellow-hooded rain jackets, knee-high rubber boots and thick cable-knit sweaters.

There is something to be said about the rugged coast of Maine that inspired Jan Haedrich in 2017 when she first launched The Preppy Mainer, preppy-labeled company focused on creating a lifestyle brand of canvas yacht bags, dresses and high-quality tees for the quintessential New Englander. Haedrich, having designed for companies like Ralph Lauren in New York, Wolfgang Joop! in Hamburg, as well as having established her own previous brands, wanted to create a label in Maine that reflects the true yachtsman, the rugged lobsterman and everyone in between. After a successful launch and growing following, Medea Harris approached Haedrich in 2019 to join force and together they trade-marked their idea and opened MAINE & IVY's first Flagship store in Boothbay Harbor.

Harris comes to the table with an incredible eye for style in addition to her "Let's get this done!" attitude. As an ivy-leaguer like Haedrich, Harris was a perfect fit for Haedrich's vision of the brand. After an incredibly successful first Season in Boothbay Harbor, Haedrich and Harris are pleased to have accomplished their mission to create a label with two purposes: First to capture the preppy style of Maine and give it a touch of classic Ivy League "poshness", and second to contribute to saving the whales of the planet.

As Haedrich and Harris say,

"SAVE WHALES, WEAR LOBSTERS"

- supported by the theme that their famously popular brand icon is a "little blue-lobster" seen on most anything they sell. "It is the preppiest lobster around!" Harris exclaims!

10% of MAINE & IVY's profits go to saving the whales of the world and bring global awareness to their cause. Each Collection of MAINE & IVY speaks to the coastal lifestyle of the season. In addition many pieces in the Collection are numbered and authenticated in front of the customer and placed in the MAINE & IVY Preppy Handbook. Each piece is hand-numbered making you feel your favorite new shirt is a one-of-a-kind within a limited production.

"This is our Signature," states Haedrich.

"We want our customers to feel that our products are special. They get something that not everyone else has; it is numbered and logged into our system and will forever be part of our story and theirs. We hope each piece will become classics handed down for generations."

maineandivy.com/
[@maineandivy](https://www.instagram.com/maineandivy)



LIFESTYLE



LIFESTYLE

E N V I S I O N

TEXT APPAREAL x BRAND MOOKS
PHOTOGRAPHY APPAREAL X WEPOPUP
Special thanks Sauvetage de Genève



For APPAREAL founder, wearing great looking clothes was always an important part of her life. It was certainly an important part of her career in marketing at Olay Skincare where she felt under pressure to look picture perfect every day. Looking good gave her that boost of inner confidence and avoided her feeling inferior among peers.



At the same time, Olesya Nazarova was a working mum to a 5 year-old daughter, and the combination of fashionista, career and parenting meant that time, naturally, was on the limited side. So, as she rushed to get dressed in the morning, or for an evening event, it was always with great disappointment that she couldn't choose her favourite dresses as they were waiting patiently to be ironed or taken to the dry cleaner. Or, tantalisingly, a dress might be ready but no matching jacket was!

appareal.com
@appareal

Olesya then worked with world-renowned Italian ateliers who would reimagine her designs as part of an accessible collection. Here, her combined fashion-passion and scientific-mindset imposed demanding levels of precision on tailoring and cut. She instinctively knew that the flattering cut, the one that makes you look 3 kilos slimmer and 3 cm taller, is what makes women like her feel comfortable and feminine in their own bodies and confident in any situation. It was essential to make it just right, no matter the extra time it took to figure it out.

And so APPAREAL was born. Olesya left her office job and fully dedicated herself to her mission; that no woman ever feels under-dressed because she didn't have time to iron or pop into the dry cleaner. Her goal is to make sure you have a spring in your step, and feel your real beautiful self every day, not just on special occasions. Because when you feel inspired you are more daring, you feel more fulfilled, you go after what you want, you feel happier and you make others a little happier too.



For the **Copenhagen Fashion Summit 2019**, APPAREAL collaborated with Procter & Gamble, the world's largest fabric care manufacturer, to contribute to the #30wears call to action.

The Economist quotes that half of all clothes are thrown away within 1 year, many never having been worn.

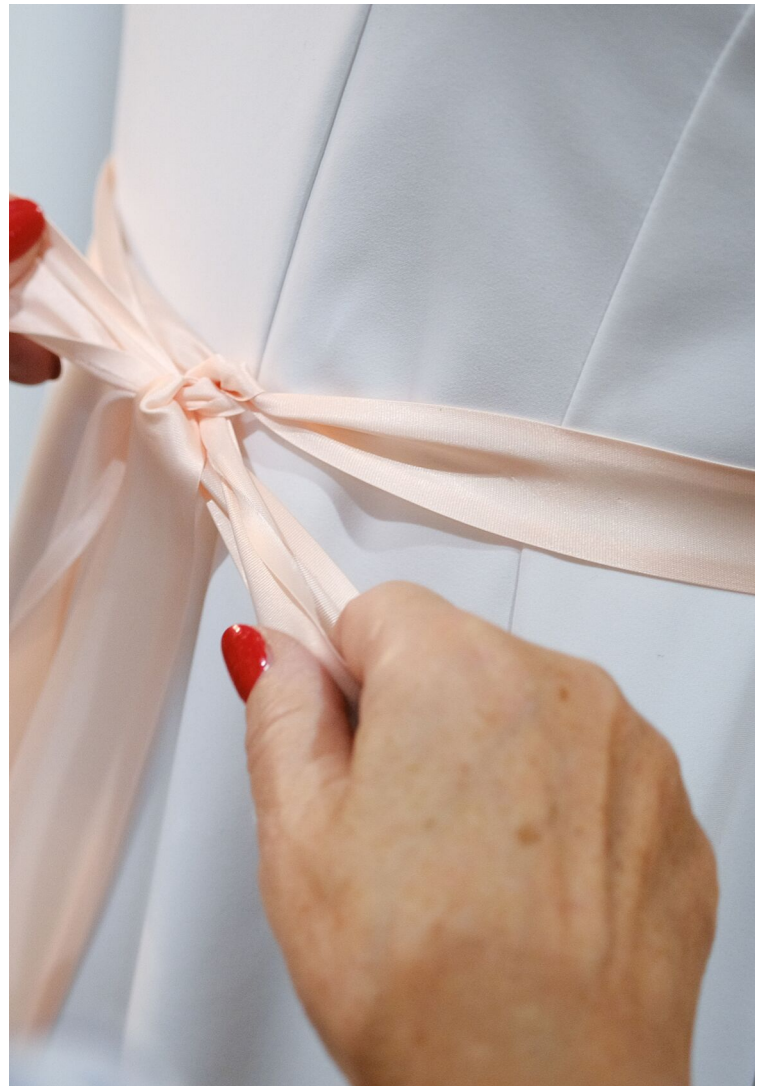
To promote clothing longevity and reduced consumption, APPAREAL garments were washed 30-40 times in P&G products Ariel and Lenor and emerged looking virtually new; retaining colour, shape and style, still looking at new.

APPAREAL challenges norms in female fashion on multiple levels. As well as being sustainable and ethical, the brand reapplies techniques used to make high-tech fabrics for sports and car interiors to beautiful looking textiles, opening up a world of never-before-seen design possibilities.

In just 8 months from start of sales, Olesya managed to launch two full collections, open 4 stores in two countries, launch appareal.com, secure to have APPAREAL on multiple influencer and make partnerships with several P&G brands.

APPAREAL piece was selected by the United Nations for their Conscious Fashion exhibition at Olympia, London, organized a conceptual fashion show with TESLA and spoke in Davos on WEF2019 about sustainability in Fashion.

She won an award from global P&G alumni visionaries under 40!!





**"Now it is exactly
how I envisioned it"**

Olesya N.

Congrats Olesya, we really love your futuristic yet sophisticated vision and we will keep an acute eye on your next collections.







APPAREAL™

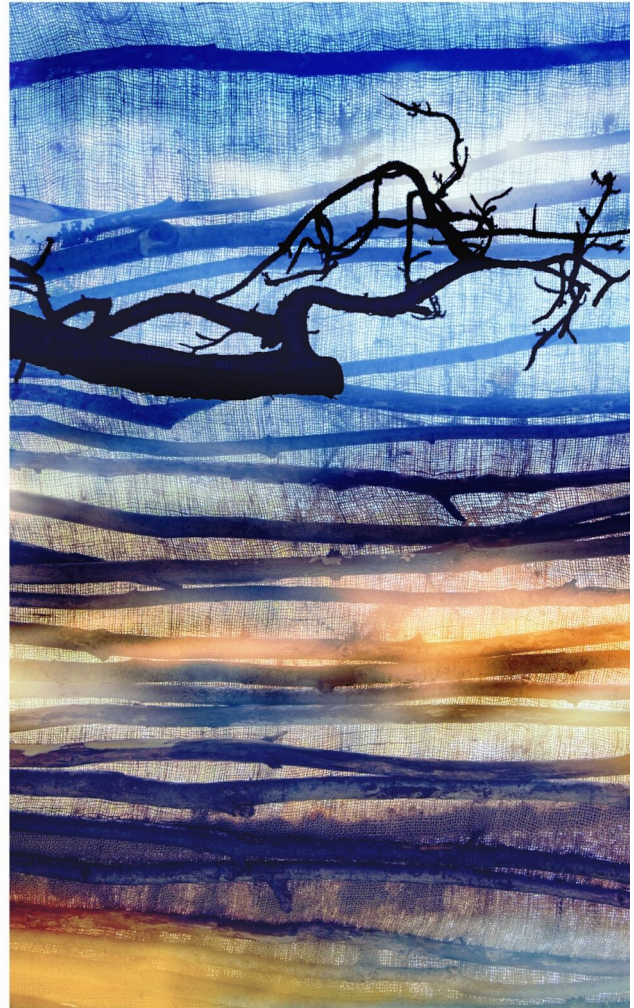
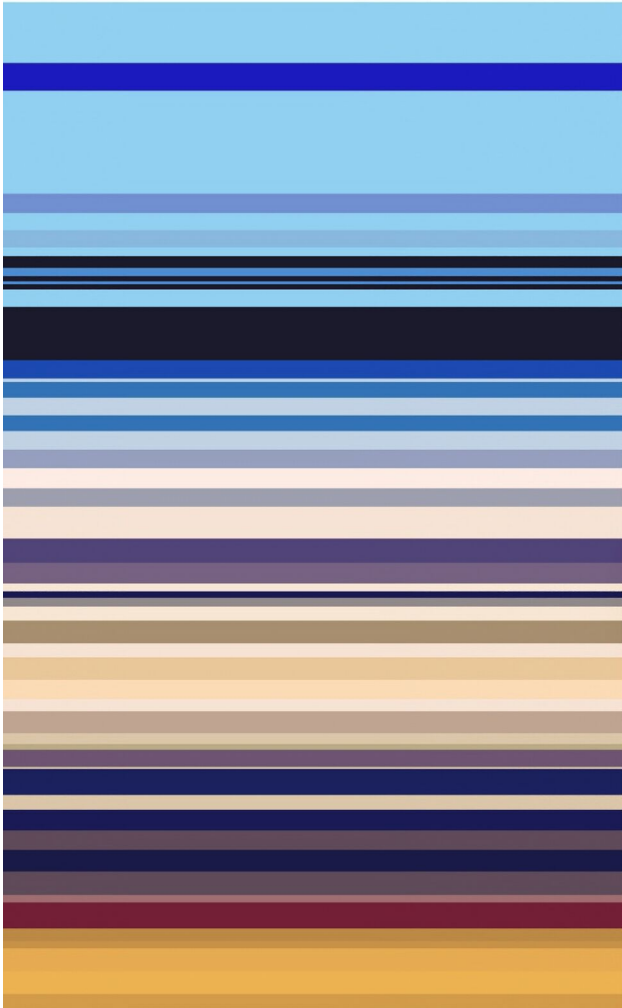
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ART

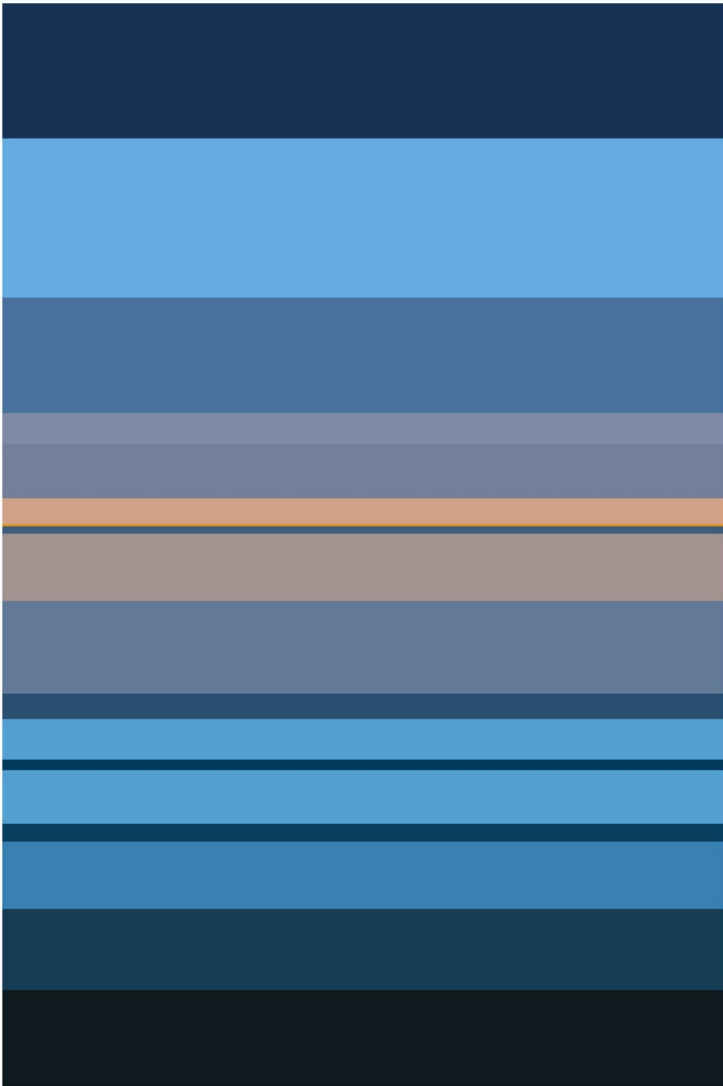


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Serge Hamad is a French/Algerian self taught artist based in New York. The artist started photography at a very young age. In the mid-eighties, he used both video and photography as a media to cover war-zones and inform about sociopolitical situations like in Iraq, Balkan... Exposed to both Western and Eastern culture at a young age he feels that "An artwork is successful when once injected into the communication channels it manages to awake a dialog."

Yet Serge Hamad also makes room in his oeuvre for more light-hearted fare. In his Temporal Perception series, he turns an expressive realistic image into abstraction, shifts colors and blurs them into reality between photography and digital rendering. When seen for the first time at a glimpse, the artworks seem to form an entity. "It's just when our brain starts to analyze our vision that we understand how we lost our childhood." says the artist.

In 2010, Serge Hamad dedicated his time mainly to fine art photography. His work has been exhibited at several galleries in the US as well as internationally and auctioned at Paddle 8, Artsy, Christie's London, Sotheby's House, and the Robert Wilson's Water Mill Foundation.



Courtesy of the Artist
www.sergehamad.com

rue vautier



INTERVIEW WITH NAOMI WALSKY
PHOTOGRAPHY NAOMI WALSKY

Well, Naomi, could you tell us a little story about you?

Sure, I'm originally from Alaska where I grew up until I was 17. My father's from Micronesia and my mother is from New Mexico with Czech/Scottish/Irish roots so I guess you can say I was a classic example of an American kid with a background from all over the world. When I was 17 I moved to Italy and lived there, first in Sicily and then in Rome for 8 years, studying art history at university and getting my first job out of college in tourism, working primarily with the Vatican.

I gravitated toward luxury goods and had a wonderful experience working in PR with an elite olive oil producer who also had a fantastic hospitality concept in Rome and it was from that point that I knew which sector of the market I not only had a knack for understanding the best, but also that I thoroughly enjoyed working in.

Throughout college and after I was modeling so got to know the world of fashion through that role and I loved meeting new creatives on set. My worlds began to merge when I began creating jewelry and clothing which were originally for me and my friends, but quickly attracted a broader public.

In 2011 I moved to Geneva to be with my now-husband who was a professional ice hockey player and who I've known since my childhood in Alaska. His work brought us all over Switzerland in the last eight years- Geneva, Lugano, Rapperswil, Lausanne, and now Zurich- and in this time I dedicated myself to my creative practice, working as a stylist on photoshoots and developing artistic pieces for runway.

After the birth of my son in 2016 I decided to dedicate myself to creating a new brand with accessible, wearable collections and have now officially launched RUE VAUTIER as of last winter.

Is Rue Vautier (Carouge) your favorite place in Geneva?

Rue Vautier in Carouge is such a special place. When I moved to Geneva I lived on Rue Vautier between Le Flacon and Qu'Importe. It was a wonderful time of my life, just having refound my childhood love and getting to know a new city, new country, new language...

Of course the transition was not easy, but the location helped a bit! Carouge is a dream, full of beautiful, quaint cafés and restaurants, undiscovered shops, friendly people, historic architecture, loads of culture and great nightlife. We remember our time in Carouge so fondly and love going back whenever we get a chance. Of course, there are so many amazing places in Geneva. I love the neighborhood feel of the city which is reminiscent of New York- Paquis, Eaux-Vives, the Old Town, even Champel and the little villages in the genevois countryside.



What is inspiring you?
Is nature (and then ecology) fueling you?

I'm very interested in elements we can maybe call essentials such as color and touch. I'm always thinking about experiences and how they affect us, how the objects around us affect our experiences, and so on. It may seem broad, but when you look deeper into how we experience our world it can become quite dense. I feel most inspired by the feeling of discovery-discovering a beautiful fabric, discovering new places, discovering interesting people, etc. I love early botanical illustrations from explorers who "discovered" the world for the first time, noting every detail and creating these beautiful images that are both artistic and scientific, spurred from a love of discovery itself and for our world and the wonders it possesses. I also adore the aesthetic and imagery from travel posters in the golden age of travel- trains, boats, the first passenger planes. They have such a way of depicting an experience that was new and very special, a way to discover the world and experience a sense of wonderment and awe that is so different from how we appreciate beauty today.

In this sense nature is a big source of energy and inspiration for me. I think we should value our relationship with the earth and its wonders aside from taking shock-value photos for Instagram. Understanding the delicate nature of the earth and its ecosystems is part of this and preservation has to be a core value for every individual and business going forward.

In which way Rue Vautier is a circular brand?

RUE VAUTIER has several circular initiatives. One is our use of dead stock fabric for our prêt-à-porter collection. We source fabrics in Italy that are not only dead stock so end-of-run productions from top couture brands, but also extremely exclusive and of excellent quality. This enables us to offer fantastic, little or never-before seen fabrics to our clients and we avoid launching brand new productions, basically cutting down on waste.

We also currently have 100% of our design, development, and production based in Switzerland. We work on a freelance basis with local seamstresses and pattern makers with haute couture backgrounds, which contributes to our local economy in the Suisse Romande area and enables these talented ladies to fully live multi-faceted lives. Many are mothers or hold other jobs and by working in this way with us they can play a vital role their family, but also pursue professional fulfillment and contribute to their families financially. We have a great team of ladies who have different strengths and it's so gratifying to see the positive effect of this "zero-kilometer" set-up.

Lastly, we try not to throw out any material waste in the cutting and sewing process. Statistically, 15% of any fabric meterage becomes waste just through the cutting process.

Our seamstresses are chosen based on their capabilities to creatively place patterns to reduce this figure and we encourage them to save as much of the resulting waste as possible so we can find creative solutions for it, such as trim or decorative details when design opportunities arise.

A must-have this fall?

I'm just gushing over our Chevron Coat, a center piece in our new French Riviera Collection we developed with VERONICA GAUTSCHI that debuts this fall in Monaco. It's a medium-length "manteaux" with a British-spun mohair chevron motif available in a variety of colors, but I love it in a classic black and white. We lined it with a silky black viscose and added two gold vintage buttons and a belt that ties, made from a beautiful crêpe de chine silk. The shape is structured, but the materials are so soft, making it fall nicely and easy to wear oversize if you prefer – almost like a "veste" – it just embodies the easiness of French style and a comfort/glamour paradox so typical of the South of France. And, it's exclusive! Currently every Chevron Coat is made to order and requires a waiting period of up to 10 weeks.

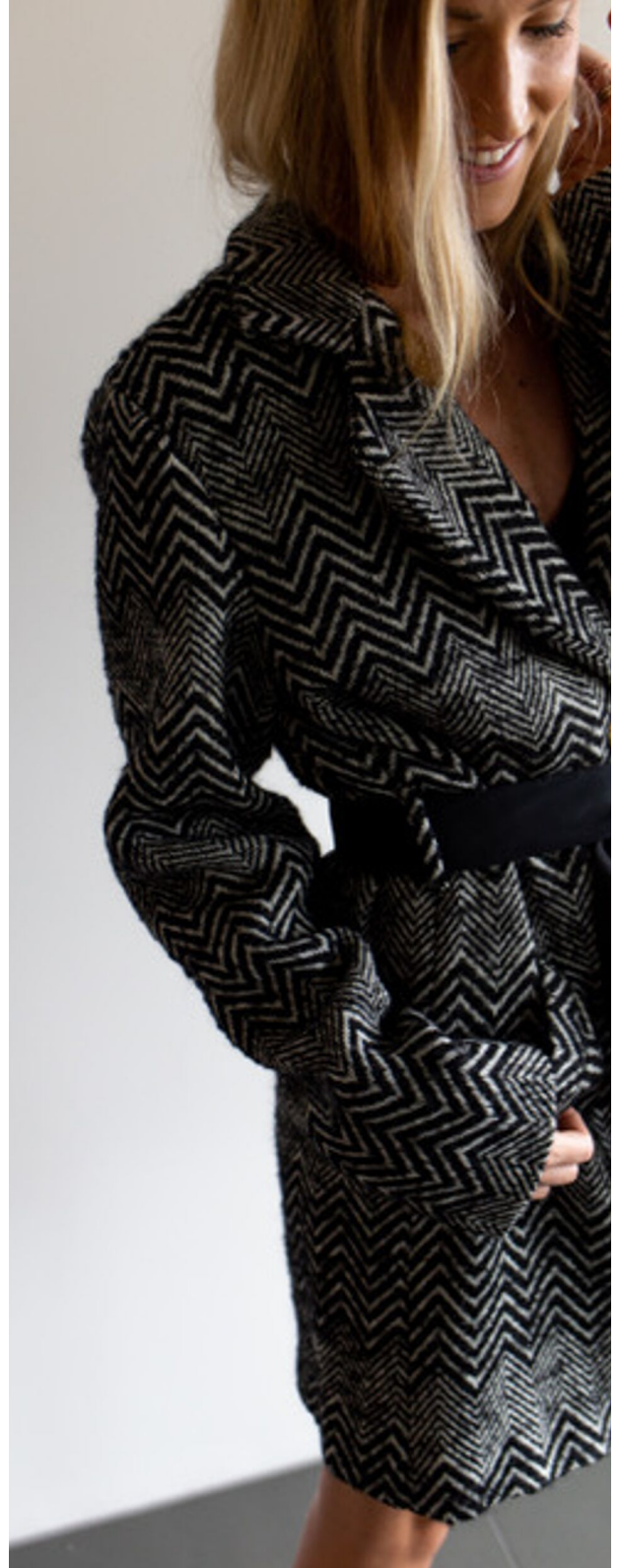
A "coup de cœur" label?

Oh, there are so many! I have to say I have admired EMERSON FRY for so long. They are an American label working with limited quantities and have a loyal clientele ordering primarily in a pre-order format. I love this idea of working only with the sizes you need and making a production run based on your clients' needs, not trying to fit your clients' needs to the size of your production run. I also love their aesthetic. It's effortless, but comfortable, and all the while very feminine. Their prices are also quite accessible.

Any quote to share with brand m00ks?

"All things excellent are as difficult as they are rare."

-Baruch Spinoza



ruevautier.com
@ruevautier

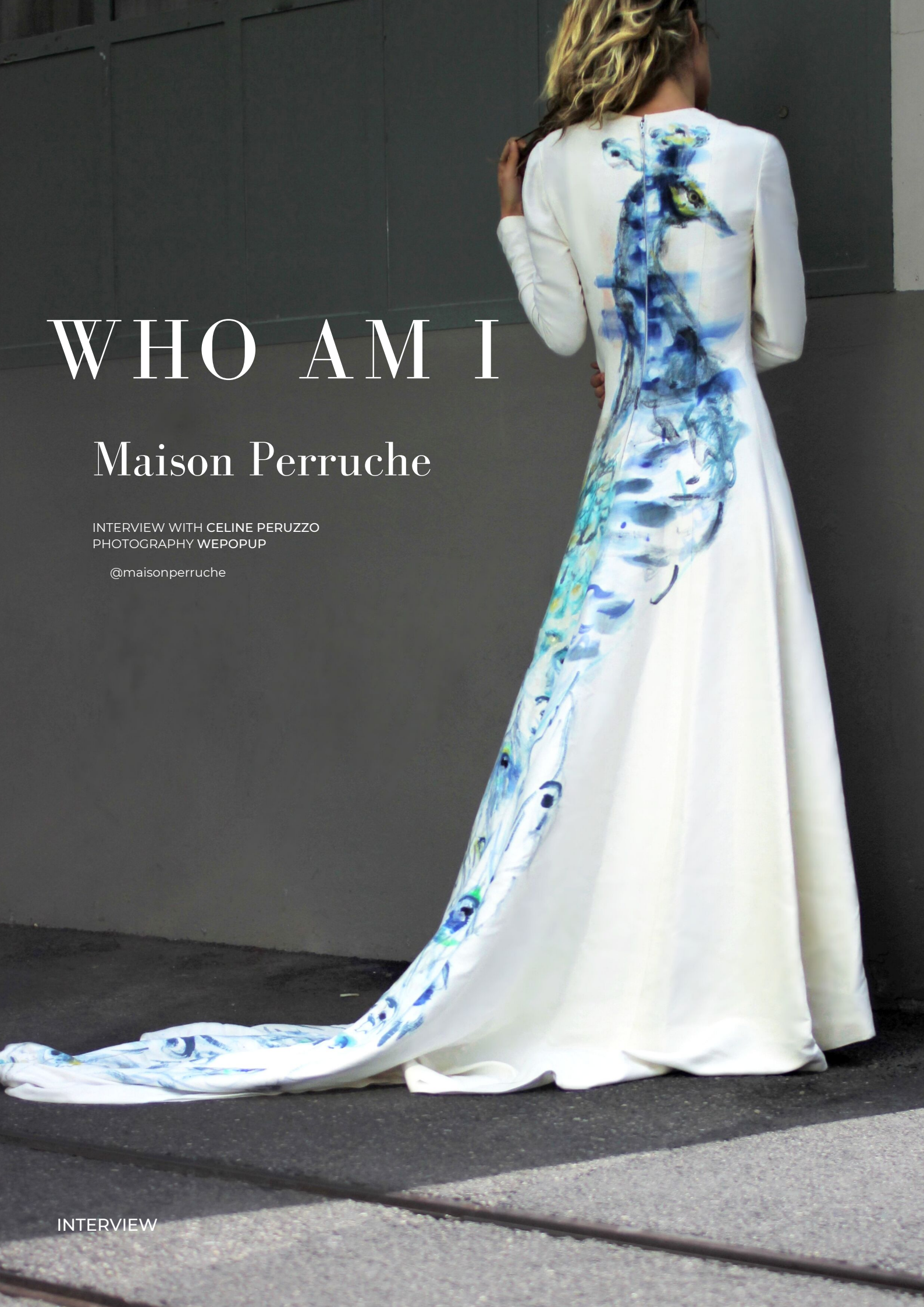
WHO AM I

Maison Perruche

INTERVIEW WITH CELINE PERUZZO
PHOTOGRAPHY WEPOPUP

@maisonperruche

INTERVIEW



My name is Celine Peruzzo and I am the founder of Maison Perruche.

I am a Geneva based artist who loves to reveals everyday objects' true nature.

Creativity, to me, is not limited to paintings and installations. It goes beyond, it extend to the environments in which we live: from the party planning to the clothes I wear. Being an artist is a lifestyle that I cultivate.

In fact, the Maison Perruche project- for which I paint and remodel vintage clothes- came naturally and I have to say, this fine mixture of visual arts and applied arts feels great.

The brand mooks agency is dedicated to responsible brands. BMm is therefore also intended to speak of « circular economy »; to what extent is Maison Perruche a circular brand ?

Maison Perruche's first collection goes back to 2017, its name is « LOUVE ». It is about reusing our grandmothers fur coats and turning them into new and unique models. Each coat that I redesign has a unique hand painted lining.

And... Thanks to my furrier's fine "savoir faire", we are able to give new lives to very beautiful pieces of the the past.

Fur coats are like family jewels, they are passed from one generation to the next. My fashion project is part of an upcycling approach - I am all about enhancing what already exists instead of buying more and more without knowing where our clothes come from. This is why I also collaborated with the Vet'Shop from the Geneva Red Cross ! We created a micro-collection made from second hand clothes that I repainted to give them a second life. Through painting, I was able to erase some imperfections that would have otherwise made these pieces unfit to sale.

I have painted on Lanvin shirts, Courrège and Yves Saint Laurent dresses as well as a wedding dress who was looking for a second love...

The Red Cross has a slogan: "this garment has a story, you have to continue it". It aligns with what I want to develop in my projects! So yes, I place myself in a circular economy logic.

Céline Peruzzo
maisonperruche.ch

I would like to talk about your "transformation on demande" projects. Do you work exclusively with fur ? I heard you can transform dresses too, right ?

Yes, indeed ! While I get orders for fur coats... like being ask to turn Grandma's heavy mink into a small custom-made bomber who will be worn by a younger generation. I love seeing clothes stay in the family ! I remember one young woman who had just received fur from her futur in-laws... she asked me to paint the lining with special words that originated from her own personal love story. It was like painting the lyrics of a song and I loved it!

So yes, it is possible to ask me to paint of any of your favorite pieces, it does not "HAVE" to be fur. The process is simple, just contact me and we will evaluate the feasibility and the price of what you want. Let's go ! And give some oomph to evening dresses and offbeat jackets !

I also have a favorite brand with whom I work on creating unique dresses. These ODYSAY dresses are manufactured in Europe and made of beautiful fabric. I really like their sober and timeless design. Customizing them fills me with joy! We actually just completed an order an order for a client who was looking for a unique to wear at her daughter's wedding. I talk a lot about marriage, don't I ! [laughs]

It goes without saying that the paint I use is made for the fabric. You can machine wash or dry clean the clothes as many time as you want.

A must-have this fall ?

I don't have a "must-have". I am actually looking forward to rediscovering my winter clothes that still in the attic. I like how autumn allows you to combine vintage silk dresses with cost cashmere sweaters, Golden legs and some cow boy boots to spice up the Indian summer!

Your coup-de-cœur brand ?

ODYSAY, Yugofabrics, Carcel...

A quote ?

FUCK NEW FUR



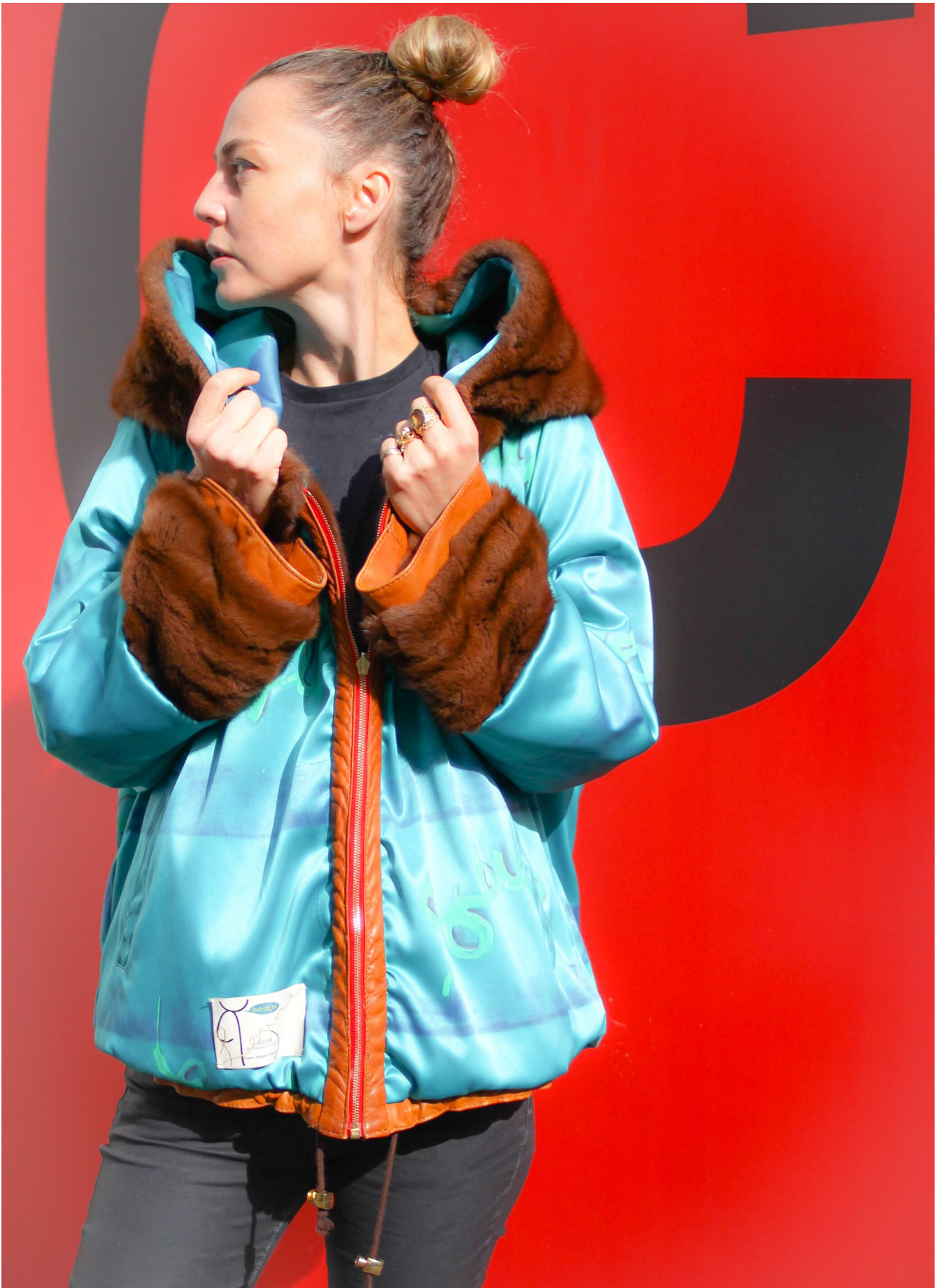


INTERVIEW

brand mooks



INTERVIEW



brand mooks



Ondina Circle Nero & Fringe belt nero

TEXT LAURA VON HAGEN
PHOTOGRAPHY WEPOPUP X LAHARA

A TASTE OF LUXURY



Can a bag be elegant, sustainable and functional at once? Precisely these values were driving the designer Laura von Hagen when she launched her handbag brand LAHARA in fall 2017 in Switzerland.

A timeless elegance pervades through the entire collection of handbags, clutches, belts and small accessories. LAHARA's bags and accessories are carefully handmade in a small artisan workshop near Florence, working with the highest quality materials and sustainable vegetable tanned leather from Tuscany.

Vibrant Mediterranean colours merge with geometric elements alluding to iconic shapes of ancient and modern architecture. "A handbag is a woman's daily companion. It needs to meet a few important criteria: Adapt to different looks and needs when carried along to the office, a gallery show, a dinner party, weekend shopping or when travelling. It should be functional, elegant and age well, because it is well made and its design doesn't go out of fashion.", says the designer.



Sorrento Tote

LAHARA

a universe of conscious luxury

And there is no doubt that Lahara bags are versatile and cleverly designed. Every stitch and edge is impeccably thought through and only the best leather is selected. "We choose the best quality cow leather hides directly from the tannery. Each hide is labeled by Consortium "Vera pella italiana conciata al vegetale", a quality label for the artisan tradition that the Tuscan tanneries have handed down from father to son for centuries. Only non-chemical vegetable based tannins are used to prepare the leather hides, making the product a sustainable biodegradable alternative to the more conventional chrome based leather. Vegetable tanned leather has a particularly natural allure and perfume and ages beautifully over time. All materials are carefully selected according to strict environmental and ethical standards from small manufacturers in Italy. The bags are handcut, stitched and assembled in a small workshop close to the tannery, where brother and sister continue the tradition of Tuscan bag making in the second generation.

The full collection is available in LAHARA's online store and in a selection of boutiques in Switzerland, Germany and Holland.

laharadesign.com
@laharaaccessories

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Ondina Circle Nero

brand mooks



A TASTE OF LUXURY



previous page: Sorrento Clutch

Mita bag

and mooks



A TASTE OF LUXURY

SUSTAINABLE FASHION MARKETPLACE

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COMING SOON

How to acquire a sustainable approach to your wardrobe?

Today the fashion world is buzzing with initiatives to create sustainable and stylish clothing without sacrificing style!

For years there has been this movement that is gaining in momentum to produce clothing that is more eco-friendly. This due, above all, to the climate change and an increasing awareness of each one of us concerning our responsibility towards the environment.

The greatest development is the demand for more stylish options at the same time being sustainably produced. This is a very positive trend because if the fashion houses are aware that there is an increasing demand for sustainably sourced clothing then their offer will increase. That said, How may we build a stylish wardrobe and at the same time making more conscious choices.

Here are some tips:

1. Getting to know yourself better. What works for you and your colouring, morphology and personal style? Consulting a professional in the field of Image Consulting may increase your knowledge about what works for you therefore making better choices and in the end buying less.
2. Do a wardrobe weed-out. The most sustainable clothing are the ones we already own.
 - a. empty your closet
 - b. sort each item in 4 piles (love, maybe, no and donate) taking into consideration the knowledge you gained by consulting about your best colours, style and clothing cuts
 - c. access what's left
 - d. ensure you have basic pieces, texture, interest pieces and accessorise in your best colours.
 - e. create a shopping list in order to acquire a capsule wardrobe (a wardrobe composed of several tops, bottoms, coats etc. in your best colours that are meant to be mixed and matched to create several looks)
3. Investigate the fashion houses that are socially conscious by checking that they follow at least some of these criterias:
 - a. if the brand is based in Europe, that they source from European production or as closest to home as possible. Support local artisans who are best at their craft.
 - b. look for eco-responsible sourced cotton and sustainable textiles like Tencel, Lyocell and EcoVero
 - c. look for textiles sourced from recycled materials
 - d. less water usage in production
 - e. least packaging or recycled packaging

Written in a chaotic state of mind by Marisol Image
in a chaotic state of mind.com

4. Check out Circular Fashion: Clothes, shoes or accessories that are designed, sourced, produced and provided with the intention to be used or circulated responsibly in society for as long as possible in their most valuable form and after returning safely in the environment when no longer in human use.
5. Second-hand or pre-loved luxury items will instantly add style to your wardrobe. Find them online like VESTIARE COLLECTIVE or SECONDE MAIN DE LUXE. The industry is thriving with fashion houses becoming aware that their clothes will have to have a resale value therefore they will be motivated to create more high-quality attractive garments.
6. Visit on-line rental websites for special occasion one-time wear items like RENT THE RUNWAY, Y CLOSET, ARMARIUM and HUMM. Because there is no added value to one's life keeping these items in the back of a closet.

All of these points to take into consideration firstly from a consumer perspective to rethink their habits.

Secondly from a fashion house perspective to remodel their way of working. Editorials like this, Brandmooks are here to inform consumers on why these changes are being made. This would mean that there will be a definite shift in the industry. In the end, consumers may overlook those fashion houses that don't make the necessary changes..



Social entrepreneurship from a woman's perspective

by Narmada Ramakrishna
(CEO pink maharani)

Being a young social entrepreneur with a passion for challenging the status quo, I grew up in a country where the female energy is worshiped and put on a pedestal in a holy goddess sense. But unfortunately, when it comes to everyday reality, the billion people nation India has a long way to go as for respecting and integrating its women and girls on the streets, buses, homes and offices as equals. How does one stand up for oneself as a woman and support other female entrepreneurs in a country, which embodies patriarchy to the fullest? The above question has helped me shape my commitment towards women empowerment and has helped me building up pink maharani.

Four years ago, just after having launched my social business called pink maharani, selling ethically produced luxurious cashmere accessories, I encountered my first aha! moment as a female entrepreneur. One of the packaging suppliers in Bangalore, middle-aged male with a bald patch and a round belly, refused to look me in the eyes, all throughout the meeting. First, I presumed he was shy in the first meeting, but he constantly addressed my brother with more questions regarding the design, who was there only because I needed a ride. At some point, my brother realized what was happening and made it clear that I was the boss and decision-maker at the table. The supplier looked a bit perplexed and did not know how to react. He just passed off a nervous giggle brushing it off as a joke. I wasn't sure myself, how I should react either this being my first sole-business stint. I was interested in getting the job done and not holding a sermon on gender-biases and women founders.



I let it pass this time, got the job done and decided to never go back to this supplier again. My first reaction was anger, humiliation and frustration towards this bald ignorant man on not being able to understand that women alike men are business owners and are even sometimes better at it. On some contemplation however, I realized he just did not know better. This wasn't an intentional bias against me personally. Everyone around this supplier was a man, from the guards to factory workers to designers — all men! His close encounter with women in a massive city like Bangalore limited to his family members (wife, daughters, sisters etc.), office receptionists or cashiers at stores. Maybe a few women celebrities or politician who he thought was an anomaly anyway due to their privilege and money. He probably knew very few or no women who ran businesses and were in managerial positions.

On another instant, as part of the 1-1-1 initiative pink maharani supports, we visited a school in 2015. The initiative empowers and adopts one girl child in India for one year and sponsors her menstrual hygiene awareness and care, with the sale of every pink maharani product. Periods are still a taboo topic in many countries like India urgently needing empowerment, information and tools to beat the negative stigma. I was talking to a group of high school girls in a school built exclusively for children of the dalits (also known as people from the untouchable caste). I was accompanied by a few of my European friends who were keen to visit our projects. One of the girls raised her hand and commented, "I have seen many firangs (foreigners/"white" people) come to my school as volunteers, speakers and teachers, told me to dream, stand-up for my rights, disobey for my freedom and education but I never took them seriously. But this is the first time I see someone like you, an Indian who looks like me come with the firangs and speak about the exact same things with the difference of having actually gone through this yourself."

She added that, if I, lower-middle class child with then financially challenged parents, could beat the odds and do it, then one day she could and would too. This was a very strong moment for me as a women, entrepreneur and philanthropist.

What I have learned from this as a social entrepreneur is that we are very strongly shaped by our external circumstances and it is very easy to switch to autopilot and be obedient. But such many instances like at the school and with the supplier remind me, one needs to, especially as women, put ourselves out of our comfort zones to remind, inspire and paint another reality; one with holistic-compassionate-successful-optimistic women leaders and entrepreneurs. I walk into villages and communities every few months knowing, I will face resistance and judgment for just being me - having strong opinions and unconventional ideas. I have realized the importance of just showing up at places with such resistance, even for a few days to burst their bubble of tunnel-vision reality. It is necessary that parents, the patriarchs and community leaders see women and girls like me to change their perception of women and girls in their own lives, families, businesses and communities. Like Obama rightly said, "No nation, community or village has prospered to its fullest potential by ignoring and suppressing the other 50% of its population"

pinkmaharani.com
credit photo: Pink Maharani
@pinkmaharani

brand mooks



credit: LANIUS

I CAN BE THE ONE

PHOTOGRAPHY SARAH BALHADERE

Model Zoé Léger
Hair & Make up Lorine Saguez
Wedding Dresses OLISTIC THE LABEL
olisticthelabel.com









BOOK

The Moment Of Lift by Melinda Gates

"Love is the most powerful and underused force for change in the world. You don't hear about it in policy discussions or political debates. But Mother Teresa, Albert Schweitzer, Mohandas Gandhi, Dorothy Day, Desmond Tutu, and Martin Luther King Jr. all did heartheaded, tough-minded work for social justice, and they all put the emphasize on love."

"Finally discrimination againts women is perpetuated not only in laws that exclude women but also in the absence of laws that support women. In the United-States, there is no law ensuring paid maternity leave for new mothers. Worldwide, there are seven countries where women are not guaranteed paid maternity leave. The ideal, of course, would be paid leave for any major family health situation, including parental leaves for new dads. But the lack of paid maternity leave -and paid parental leave- is an embarrassing sign of a society that does not value family and does not listen to women. Gender bias does worldwide damage."

For the last 20 years, Melinda Gates has been on a mission to find solutions for people with the most urgent needs, wherever they live. Throughtout her journey, one thing has become increasingly clear to her: If you want to lift a society up, you need to stop keeping women down.

This book is written with emotions and spontaneity. It talked to me because of some situations I met in my last 20 years. Also, as a mother, I feel deeply in connection with her say. I feel emotions and tears, reading some of her experiences, feeling the skin of this baby on my skin, and highlighting the real life, as a mother of 3 and married with Bill Gates. I do thank Melinda Gates for this true gift, I recommend this book.

When we lift others up,
they lift us up, too.



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