

DARE TO CARE

WHAT YOU WEAR



DO GOOD LOOK GOOD

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Disposable income: there's a phrase to ponder. It suggests having money to throw away, doesn't it?

So, when people in the west began to enjoy more disposable income, that's exactly how we acted.

We undervalued nature's gifts. We became wasteful. We started to burn through the world's resources so quickly that we're changing the climate and compromising life as we know it.

Fast fashion has perhaps become the most blatant example of our weird and wasteful ways.

We are proud, egotistical beings, keen to preen around in new found finery. But we are also sad, insecure little creatures, worried about how others see us. We still feel that the 'apparel oft proclaims' the person.

So, as clothes became relatively inexpensive, we got used to the cheap thrill and ego-boost of buying new garments. But, like fast fashion, the feeling doesn't last. We feel the need to get back on the hedonic treadmill and do it all again, and again.

As a result, fast fashion has a huge impact on the environment. It's estimated that around 100 billion garments are produced globally each year.

Contributing around 8% of global carbon emissions, the fashion industry also use about 79 trillion litres of water a year. (It takes about 2,500 litres of water to produce a t-shirt.) Processes like dyeing produce around 20% of the world's water pollution.

So far so mind-boggling. But human behaviour is just as hard to get your head around.

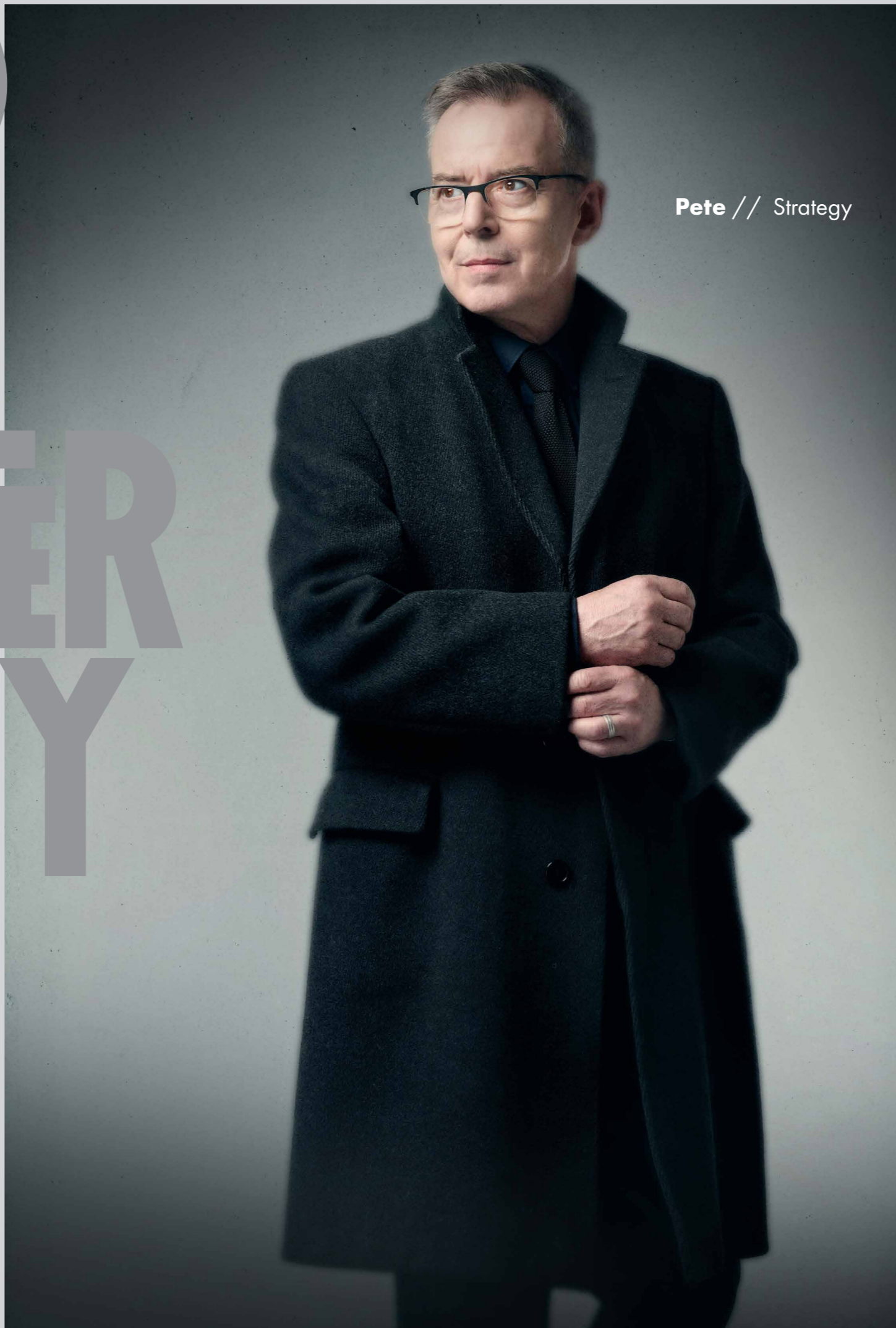
In the UK alone, we buy about 1.1 million tonnes of clothes a year. But we send about 350,000 tonnes of clothes to landfill annually.

We only wear about 44% of the clothes we own. On average, after about 10 wears, we dispose of clothes. For fast fashion, about half of our purchases are gone in a year.

Now, it's easy to get worthy and boring about this stuff. So we set out to show that mindful style can also be more fun, more meaningful and, frankly, cooler.

As a Certified B Corp, we care about sustainability. But we also know that more sustainable ideas work better. Just like slow fashion, our creativity and campaigns are designed to last. The aim is better value and higher profitability. If that's what matters to you too, we'd love to hear from you.

"IT WAS
TOWARD
THE END
OF WINTER
WHEN MY
MOTHER
DIED."



Pete // Strategy

Understandably, my dad was a bit stressed. He began to obsess about having a 'good coat' to wear to the funeral.

My sister had tried to buy him a nice designer coat. It was navy blue with red lining and a brown velvet collar. Dad didn't like it. He seemed to have in mind something classical: a pure wool coat, perhaps cashmere, maybe like a Crombie, possibly expensive.

Anyway, I tried on the coat my sister had bought, and it fitted me perfectly. I told my sister I'd give her the money for it and drive dad to town to buy him another new coat.

We parked up in Perth city centre and walked round to Austin Reed. It was nearing the end of the season, so there wasn't much choice in the way of winter coats. Every coat he tried on didn't fit the bill in some way, or just didn't fit. So, we went to House of Fraser. Same story. McEwens of Perth. Same. Marks and Sparks. Same. Next. Same.

Dispirited and coatless, we began to walk back to the car. I was mentally preparing to drive us 50 miles to Edinburgh to ensure he got the 'good coat' he wanted, desperately mapping out men's outfitters in my mind and ready to pay almost any amount of money for the right coat.

As we neared the car, dad paused and gestured at a shop. "Maybe we should look in there," he said. It was a small charity shop, painted bright red. As he opened the door, it was like a beam of light fell across a tailor's dummy at the back of the shop.

It was a coat: a dark classical wool coat. I thought: "I'll bet that f-ing fits him."

He shrugged it on. The coat was like new. It fitted dad as if it were tailor-made. Dark grey. Heavy with a slight herring bone pattern. Perfect. At the counter, I paid the princely sum of £10 for the coat.

On the way back to dad's house, we began to laugh and agreed to tell everyone we'd bought the coat in Austin Reed. To our delight, all the family admired the coat and agreed it must have cost a bomb. In a fairly grim time, dad enjoyed the joke no end.

My dad passed away in 2016. I inherited the coat and have worn it every winter since. It is a 'good coat' and I love it.

"FERRY CROSS THE MERSEY"

Lou // Content Production

This is a lovely silk bomber jacket I picked up in a vintage market in Liverpool's uber-hip Baltic Triangle. The area is boho home to creative start-ups, eateries and nightlife.

It's just a brisk walk from the city's Albert Dock and waterfront where you can catch the famous 'Ferry cross the Mersey.'

Got to say, I love Liverpool.


The jacket is fully reversible. Simple black chic one way; bright, cheery and slightly psychedelic the other way.

I suppose that's a bit like Merseyside itself.

As a youthful city, Liverpool continues to tackle the dark side of post-industrial decline. But, as the birthplace of Merseybeat, it does so with creativity, warmth, wry humour and maybe a touch of psychedelia.

This jacket definitely has that vibe. I feel like I'm on a Magical Mystery Tour when I wear it.





Zoe // Digital Account Direction

"IT WAS LIKE
A TARDIS
FULL OF
UNIQUE
CLOTHES"

Not every item of 'slow fashion' needs to be second-hand, vintage, recycled or upcycled. I just think you need to make mindful choices about what you wear, looking for things which you love and which will last.

This dress was made by my auntie, Anne Higgins, who's a clothes designer. It's a one-off, like all her pieces, and made of hand-knitted Irish linen.

She studied at the Scottish College of Textiles, then moved to London, and opened her own shop in Notting Hill. Like a Tardis full of unique clothes, her small store features chic, lovingly made items from knitted wool garments to rich hand-dyed silks. My auntie describes her clothes as 'Art to Wear', and I think that's a fitting description.

There's too much 'trashion' in the world already. So it's nice to remember that, beyond the mountains of mass produced, landfill-ready fashion, there are small, independent designers and makers who are as individual as you are, and would love to see you wear their wares.

Brodie // Art Direction



"I FEEL LIKE I'M IN MIAMI VICE"

My uncle David gave me this Armani suit. It's from the 80s, obviously. An art teacher with a flamboyant dress sense, he generously passed down much of his old wardrobe to me.

This suit is my favourite. It makes me feel like I'm in Miami Vice.

With Michael Mann as showrunner, the series was perfect for the MTV-era, blasting out pop as the guns went bang.

But the show was iconic in its fashion. Undercover cops, Crockett and Tubbs, dressed in ways that a visually-impaired drug dealer could have spotted.

Even today, influenced by Don Johnson's look, some lads still roll up their jacket sleeves or wear loafers without socks.

So, you know, call the fashion police.



"WHEN SHE FOUND IT, THERE WAS A LOCK OF RED HAIR INSIDE"

I found this blouse in a thrift store back home in Belfast. The feather cuffs are slightly wild. It makes me think of Leonard Cohen's song, Suzanne: 'she is wearing rags and feathers from Salvation Army counters.'

The gold locket means a lot to me. It was given to me by my grandparents at a family dinner for my 21st birthday.

I vividly remember it came in a red velvet box with a gold trim. You can see engraved gold floral details. When you open it, there's also space for a photo inside.

I believe it dates from the Victorian era and has been in the family for generations. It originally belonged to my great, great grandfather. My grandmother told me that when she first found the locket, it had a lock of red hair inside. Which is intriguing because nobody in my family has red hair.

Helen // Art Direction



Lauren // Digital Activation



"THE NAME BECAME MASSIVE"



I bought this Tommy Hilfiger denim jacket from a charity shop when I was 14. The brand first took off in the 80s when the designer worked with avant-garde New York adman George Lois. Then the name became massive in the 90s when hip-hop artists started wearing it.

Tommy Hilfiger clothes command a hefty price tag. So, imagine how thrilled I felt when I saw the jacket was only £10!

It's a man's jacket and a size XL but who could resist? It's still oversized when I wear it, but I guess that's the fashion nowadays.

I love funky accessories too. I found the hat and glasses when I was rummaging around a vintage store in London. You can usually find unique pieces you wouldn't see in regular shops. It's a fun, affordable way to find your own style.

"I SAW A YARDIE CARDIE. I HESITATED"

As unlikely as it sounds, I was on the Isle of Cumbrae – a tiny island off Scotland's west coast – attending a scooter rally. I've been into these vintage machines and 'modernist' culture since I was a lad. I own a Vespa and two Lambrettas that I like to tinker with. In summer, there's nothing I enjoy more than riding round the city's streets, or travelling 'en masse' to a faded seaside resort.

As part of the scooter rally, there were stalls set up on the seafront. One of them sold vintage clobber. I saw this smart orange and suede 'yardie cardie' for sale, but I hesitated. When I went back to the stall, it had gone.

Later on, in one of Millport's watering holes, I spotted somebody wearing the same cardie. I decided to try my luck. I found out he had only paid a tenner for it at the stall. So I offered him twenty quid. He made a £10 profit and I got the cardie. Result!



Ross // Creative Direction

Sam // Production



"I FOUND A TICKET FOR A CLUB IN THE POCKET"

I've had this duster coat for donkeys' years. The term originally meant a coverall worn by horse riders and cattle ranchers to protect their clothes from the dust kicked up by horses' hooves. Now it's just any long, light coat.

I bought this duster coat from C&A when the Dutch fashion chain was still à la mode. Looking it out for this shoot, I actually found a nightclub ticket in the pocket – from the 80s!

The stub was for a nightclub called Zenatec, admission £1. I was a bit of a Disco Queen back then. The place was previously called Annabel's and I had my 18th birthday party there. When I took my mum to pay the deposit, we were shown round the venue 'with the lights on'.

It looked so grotty – with the sticky carpet, 'silver palm trees' wallpaper and big plush couches stained with drink. But, at night with disco lights on, this was the most 'glamorous venue in town' and I loved every minute of it.

"I'M SO GLAD I FOUND IT, OR DID IT FIND ME?"

My boyfriend and I were going to view a flat on Easter Road.

We didn't get the flat. But, on the way back, we passed a Cat Rescue charity shop on Easter Road.

I picked up this dress for only £5. Green is my favourite colour, and the dress was lovely: pure silk, really light, perfect for summer.

I'm so glad I found it – or did it find me? I'd wanted something to wear to my cousin's wedding in Ballymena, back in Ireland.

The wedding was the first event where I'd see all of my extended family in one place. My mum is one of six children – so I have a lot of cousins. The wedding was amazing, and so was my dress.

Call it the luck of the Irish.

Easter Road is home to Hibernian Football Club, founded in 1875 by the city's immigrant Irish. The team plays in green. So maybe there's always a sporting chance you'd find something gorgeously green on this side of the city.



Stella // Internship

"I WAS PRETTY DARN PLEASED!"

I bought the cowboy shirt in a vintage shop in London that specialises in Western-style gear. It's fun to shop vintage since you can get high-end clothes at low prices. I'd been looking for a proper cowboy shirt for years. So I was pretty darn, roo-tin' tootin' pleased to find it!

In the old West, cowboy shirts were mostly worn by rodeo riders and designed to be flamboyant. Each one was a one-off garment tailor-made to the wearer's preference.

When I wear my cowboy shirt, I feel like I've been transported back to the wild frontiers. I've always fancied wrangling cattle or riding a bull at a rodeo!

In more recent times, cowboy shirts have become basic attire in country and western music. But, in the 70s, they crossed over into rock. Bands like Led Zeppelin, Black Sabbath, and Motorhead – they are just a few of the wild men who felt the draw of the Wild West.

Brodie // Art Direction





"I ALWAYS FEEL SUAVE IN SUEDE"

Being a teenager in a small town can get boring.

To escape our sleepy surroundings, my friends and I would often take the train into Edinburgh on Saturdays and mooch around.

One weekend, we ended up in a charity shop. As a music obsessive, I always thought leather jackets oozed rockstar cool, but never thought I'd be able to pull off wearing one. However, this all changed when a black suede jacket caught my eye.

I ran my finger across the pleasingly soft, fuzzy material and decided to try it on. When I looked in the mirror, I felt like I'd been transformed into an urbane man of the world.

I was a scrawny teenager when I bought the jacket. It was slightly too big for me, but now it's a perfect fit. However, it doesn't get as many outings as I'd like.

Suede doesn't like the rain, which means it isn't ideal attire for the temperamental Scottish climate.

But why have practicality when you can have style? I'll always feel suave in suede.

Incidentally, the watch was given to me by my grandfather for my 10th birthday. He was German, and bought the watch on a trip to Switzerland. Truth be told it was quite a fancy watch to give to a 10-year-old boy, so I only wore it occasionally. I was worried I'd misplace it or accidentally break it.

It's still in great condition. I love the gold and silver details around the circumference and the roman numerals on the clockface. It's a classic touch. Maybe I'll hand it down a couple of generations myself one day.

Mary // Organisational Development

"PARTY LIKE IT'S 1989"

Jumpsuits are all the rage these days, but this little black number is 34 years old! Style, as they say, never goes out of fashion.

One of the most sustainable ways to get dressed up for a night out is to 'shop' in your own wardrobe first.

But, if that doesn't work, try looking in the wardrobes of friends and family. You never know what you might find. People often keep amazing clothes which they've almost forgotten they have.

My sister-in-law originally bought this jumpsuit for a Christmas disco in the late 1980s. She kindly lets me borrow it when I want to party like it's 1989.

It's funny to think jumpsuits were originally designed as exactly that – a tight-fitting trouser ensemble in which you could jump out of a plane. The first fashion jumpsuit appeared in Vogue in 1964. Now they're a classic item of 'slow fashion' which can be appreciated across the generations.





Sam // Production

"TOO COOL FOR SCHOOL"

Athleisure wear isn't a recent invention. In the 1980s, fitness fashion became really popular. As teenagers, my friends and I were all running around in sweatshirts, sweatpants and trainers.

This is an Adidas shellsuit I bought in the 80s. I think it could be trendy now.

It was so comfortable I'd put it on every day when I came home from school. I'm sure most of my friends had pretty much the same shellsuit. We were literally too cool for school. The 80s were an amazing time for fashion. Everything was big and baggy, including this shellsuit! I have to say, I think fashion was a lot more fun then.

"MY MUM WANTED ME TO LOVE IT"

Mya // Design



When I was younger, I used to do what every daughter does and sneak a peek at my mum's clothes to see what I might 'borrow'.

On one of those rummaging expeditions, I came across this white Versace blouse and somehow it casually fell into my own wardrobe.

I fell in love with it and my mum wanted me to love it as much as she did. It's strange though to think that mum was my age when she wore this shirt. It's hard to imagine your parents being young and carefree and having fun.

I'm also wearing a bunch of rings which I've collected throughout the years from charity shops and relatives.

"BY THE TIME I REACHED LONDON IT WAS SNOWING !"

It was December and, as a birthday treat, I was taking a trip to London. Getting on the train at Edinburgh Waverley, it was unseasonably sunny. Four hours and twenty five minutes later when I reached London, it was snowing heavily.

I just wasn't dressed for the weather. Shivering as I strolled round Camden Market, I decided I needed a warm jacket pronto.

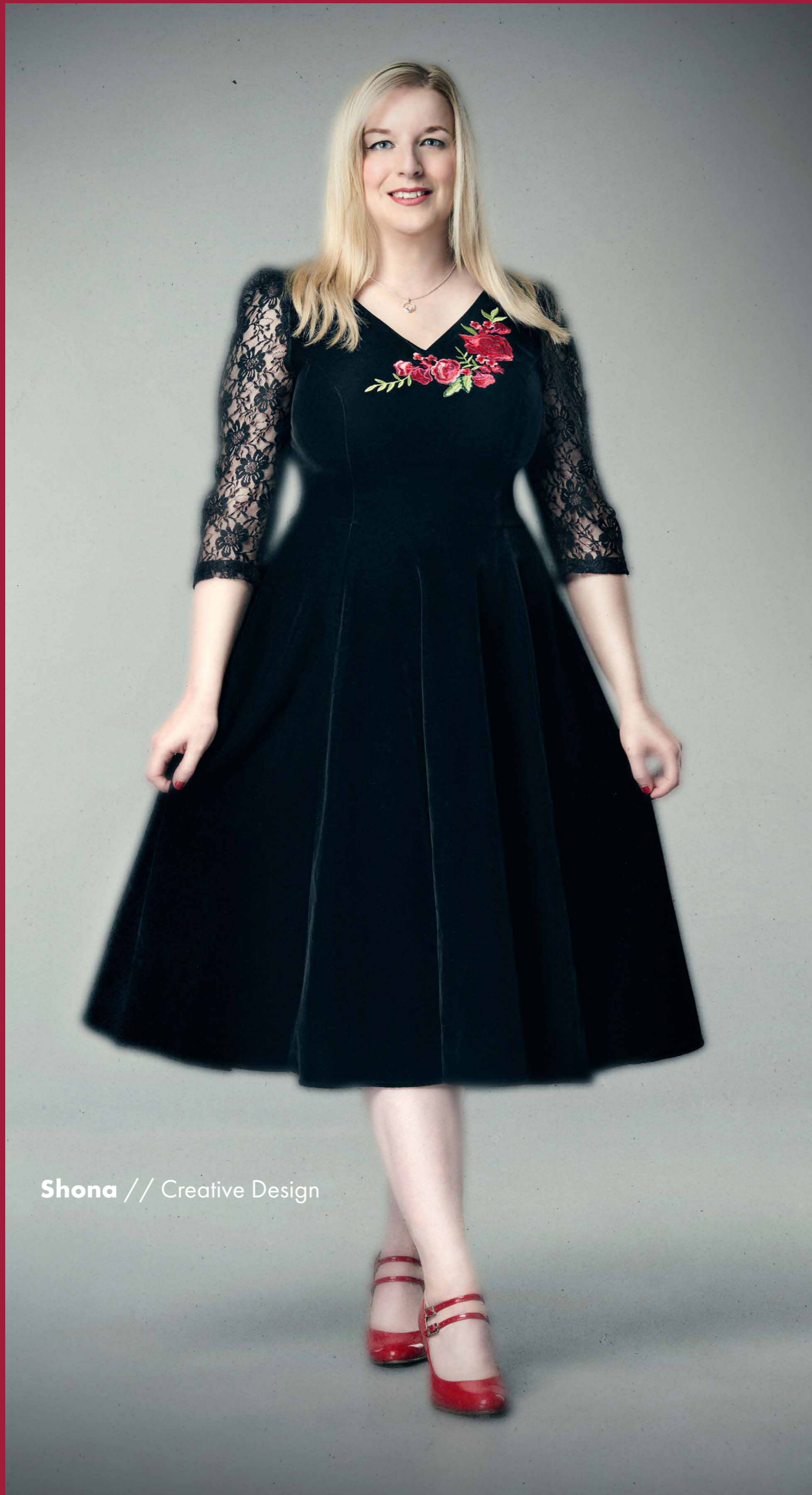
So I dived into a vintage clothes store called Dandy in Aspic.

I got talking to Caspar, the shop's dapper owner. Resplendent in stripey trews and a fur coat, Caspar recommended that I try on this plaid coat. He told me I looked like a young Michael Caine in "The Ipcress File". It's a British spy movie from the 60s now recognised as a classic.

I was sold!

Ross // Creative Direction





Shona // Creative Design

"I USED TO GET HER HAND-ME-DOWNS"

It's not always easy being the kid sister.

My sister is older than me, so when I was growing up, I'd get her hand-me-downs.

When you're young, you might grumble about feeling second-best but now I think it's a beautiful thing. I'd say my sister has quite a cool fashion sense, so I was lucky.

My sister and I have a close bond and always swap clothes.

I love this black velvet dress with its embroidered roses and sheer sleeves.

Of course, it actually belongs to my sister. She wore it to my wedding so it's doubly fabulous. She chose it for the roses, which she knew had a special meaning for me. I love the way my sister still looks out for me, and that includes sharing her style.



Helen // Art Direction

"\$LOW FASHION MAKES A QUICK BUCK"

The Spice Girls, Bewitched, Destiny's Child: those girl groups rocked a lot of denim back in the day.

It's nearly 30 years since The Spice Girls' first single 'Wannabe' became a global smash. But I have so many denim dresses that my friends often say I look like someone who has time travelled from the 90s.

I got this denim dress from Vinted. (Other vintage internet emporia are available.)

Online trading is a simple way for people to sell, buy or even swap clothes and other fashion items.

But slow fashion can also make a quick buck.

Vinted was valued at \$1 billion before being sold to a Dutch company in 2020. Poshmark was sold for \$1.2 billion to a South Korean internet conglomerate. Etsy bought Depop for \$1.6 billion.

It may come as a surprise to all of us using the platforms to make small sales and purchases, but second-hand style is a huge business.

Pete // Strategy

I bought this jacket in New York about 20 years ago when I lived there. Like Baz Luhrmann intoned in his life-advice magnum opus "Everybody's free to wear sunscreen":

"Live in New York City once – but leave before it makes you hard."

Maybe America is too macho for the historic dandyism and mod Face-ism that still informs British attitudes to style? It's certainly too big, bizarre and conservative to be swayed by short-term trends or the waves of radical tribal fashion that washed over UK youth culture from time to time.

Homeward bound on the uptown 6, New York men still tend to have the neat hair and square, preppy, jocky looks of Brooks Brothers and Abercrombie & Fitch. (There's synthetic sportswear aplenty too – more basketbally and baggier – worn with more élan by Bronx-bound brothers.)

So this is definitely a downtown jacket. I think I paid \$15 for it in a vintage store in Soho. Underneath the screen print scribbles, it's actually Levi Strauss business wear from, I guess, the 70s.

I'd worn it a few times going out in Manhattan, but never noticed the phrase "Cookie Puss" printed on the shoulder till a friend pointed it out at a party. I feared the worst. Had I been wandering about unawares with an obscenity on my jacket?

I was relieved to find that "Cookie Puss" is, in fact, a classic ice-cream cake, popular for children's parties. It was created by Carvel ice cream parlors in the 70s. Despite looking surreal / hideous / terrifying, I believe "the craziest cake in the universe" still delights kids across the US. The jacket is pretty crazy too, but America is even crazier.



"HAD I BEEN
WANDERING
ABOUT
WITH AN
OBSCENITY
ON MY
JACKET?"

"MY NANA
WOULD
HAVE WORN
THIS DRESS
WHEN SHE
WAS MY
AGE"

Lauren // Digital Activation



My nana is a seamstress. She grew up in the 60s and is still the coolest person I know.

She saw The Beatles in concert back when they topped the charts week in, week out, and girls fainted at a glimpse of The Fab Four.

She usually made her own clothes but bought the dress I'm wearing about 50 years ago. My grandad was in the Army, and she remembers wearing this dress to a 'dinner and dance' in the Sergeants' Mess – a fancy affair where soldiers put on their smart uniforms and the wives wore swish dresses.

It's mindblowing to think that my nana would have worn this dress when she was my age.

It makes you think how fast life must pass. One minute you're making fab gear to wear; the next you're making soup for your grandchildren. (And, let me tell you, my nana makes great soup.)

Those who were young enough to discover free love in the Swinging Sixties are now old enough to enjoy free bus travel!

Nana has always made and fixed clothes for herself and our family, including my mum's wedding dress. That's not just a passion for fashion, that's an expression of real love.

"SHE TOOK OUT HER NEEDLE AND YARN AND STARTED WORK."

This lovely little jumper was knitted by my Maltese grandmother. We chose the pattern together when I was visiting. Then she took out her needle and yarn and started work.

It took her a few weeks to finish, and she gave it to me when I came back to Malta a few months later.

My grandmother passed away a few years ago, but she lives on in her knitting.

This denim dress used to be my mum's. It was full length, but we cropped it to be a mini dress and I wear it all the time!

I think it's a bit sad that so many of us in the modern world have lost these skills – to make, mend or alter clothes rather than churning through cheaply-made fashion wear.



suppose there must have been a time when you could get fleas from a flea market. Even now though, I doubt that there are many vintage emporia aka second-hand stores where you can get a ball gown.

Like all men, my husband thinks he has great 'visual spatial awareness'. Whether that's parking a car, filling a Tupperware with food or knowing if clothes will fit without trying them on. It's quite annoying.

Anyway, one bright, beautiful, Saturday morning in autumn, we walked into a flea market in a church hall in Bruntsfield with no great purpose in mind. He glanced at a dress on a rail, handed it to me and said: "This will fit you nicely."

It was a lovely black ball gown like nothing I would ever wear. Made of chiffon or tulle, with 'whale bones' to hold the structure, it looked bespoke. And, yes, of course, annoyingly, it fitted me perfectly and only cost £50.

In 2015, I wore it to The Royal Lyceum Theatre's 50th Anniversary party, forgetting that it's not too easy to sit in a theatre seat in a puffy dress.

All I need now is another glam gala to wear it to.

"HE GLANCED AT
A DRESS. THIS
YOU NICELY."



Lou // Content Production

My dad bought this stripey top for my mum when he was visiting Greece.

He was half Greek, half English, and spent a lot of time in Athens when he was younger. I visited myself when I was 9 and I loved it. There's so much history to soak up and I adored visiting the Necropolis.

My mum passed this top down to me. It's still in great condition even though it must be around 20 years old! It's not like the fast fashion products you get nowadays that don't last.

Sadly, dad passed away when I was very young, so this top has a lot of sentimental value for me.

"IT'S
NOT
LIKE FAST
FASHION"

Stella // Internship



"I RAID HER WARDROBE

Mary // Organisational Development



This yellow and black dress is from my daughter's overflowing wardrobe.

Why should I spend time and money trailing round the shops looking for a new outfit when she has more clothes than London Fashion Week?

So, if I need a dress for a special occasion, I often simply raid her wardrobe. To be fair, I trust her fashion advice. She has amazing taste and a lovely sense of style. Borrowing her clothes saves me from stressing out over what to buy and where to buy it.

I'm a child of the 60s and loved Biba and Mary Quant. So the abstract pop-art pattern on this dress appeals to me. Yellow was a key colour then too. Think of Joni Mitchell's hit 'Big Yellow Taxi' or Donovan's laid back hippy trip 'Mellow Yellow' and you'll see what I mean.

When we lived in London in the summer of our youth, I recall buying a pair of bright yellow platform shoes at Brixton Market.

If only I had them now.

IF I NEEDED A DRESS"

This jumpsuit came from a thrift store in Brooklyn. I was there on holiday with my family. Two of my cousins live in New York. One of them moved for work; his brother visited him on holiday, met a woman, got married and never left!

It was my first trip, and it was amazing. We went up the Empire State Building and visited some great museums like the Museum of Modern Art, the Natural History Museum, and the Jewish Museum. We also ate a lot of New York's famous pizza slices!

This jumpsuit belongs to my sister, but I just had to take it from her. She looks great in it. As we're twins, I knew I would too. I don't often borrow her clothes – usually it's the other way round!

We're identical twins, but it's easy to tell us apart. She's the one with dyed red hair.

When we were kids, our parents used to dress us in different colours. They would always dress me in cooler colours like blue or green. My sister would be kitted out in warmer colours like pink. I think it's influenced our individual styles as adults.

What I like about being a twin is you're never alone.



Mya // Design

"AS A
TWIN
YOU ARE
NEVER
ALONE"



Shona // Creative Design

I'm way too young to really remember Suzi Quatro. She was the first female pop star clad in biker leathers: looking badass, playing bass and beating the boys at their own game in the early 70s.

So, on the one hand, the leather jacket is a feminist icon for tearaway women. We have the freedom to be who we want to be.

On the other hand, it's all about safety.

This is a technical jacket as much as a style statement. I'm a keen motorcycle rider and this leather jacket has been with me on many journeys. Within the figure-hugging, aerodynamic design, there are reinforced sections to protect the rider in case you come off your bike.

The scarf is a Black Watch tartan. It's a military design dating back to the 18th century when the Black Watch regiments were sent to guard the Highlands after the Jacobite Rebellion. My great grandfather served in the army and, later in his career, had an office at Balhousie Castle in Perth, home to the Black Watch museum where his medals are on display. That's also where I got married. So, for me, the tartan has personal significance as well as historical interest.

"A FEMINIST
ICON FOR
TEARAWAY
WOMEN"

"I LOVE IT.
YEAH.
YEAH.
YEAH."

Gavin // Content & Copy



Corduroy has a particular groove. (Boom, boom!) Thanks to The Beatles' penchant for corduroy suits, the fabric experienced an explosion in popularity in the 60s. British Prime-Minister-to-be Edward Heath even went so far as to say the Fab Four had "saved the British corduroy industry."

With its air of dusty academia, corduroy can be one of those style clichés that divides opinion. But I've always had a soft spot for the fabric. The cloth is actually descended from 2000-year-old Egyptian weaving. During the 18th century, London tailors began to adapt the textile for outdoor wear in our cooler climate. However, the raised form of corduroy we know today didn't emerge until the 19th century in Manchester, where its hard-wearing properties found favour with factory workers in the industrial revolution.

This jacket is part of a two-piece suit I've had for the best part of 20 years. Over time, it's gone in and out of fashion. But if corduroy was good enough for The Beatles, it's good enough for me. I love it, yeah, yeah, yeah.



SLOW FASHION FAST THINKING

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