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Regenerative Luxury Loungewear Label One Golden Thread Opens Flagship LA Location for the ‘Conscious Collective’

FASHION

DESIGNERS + BRANDS

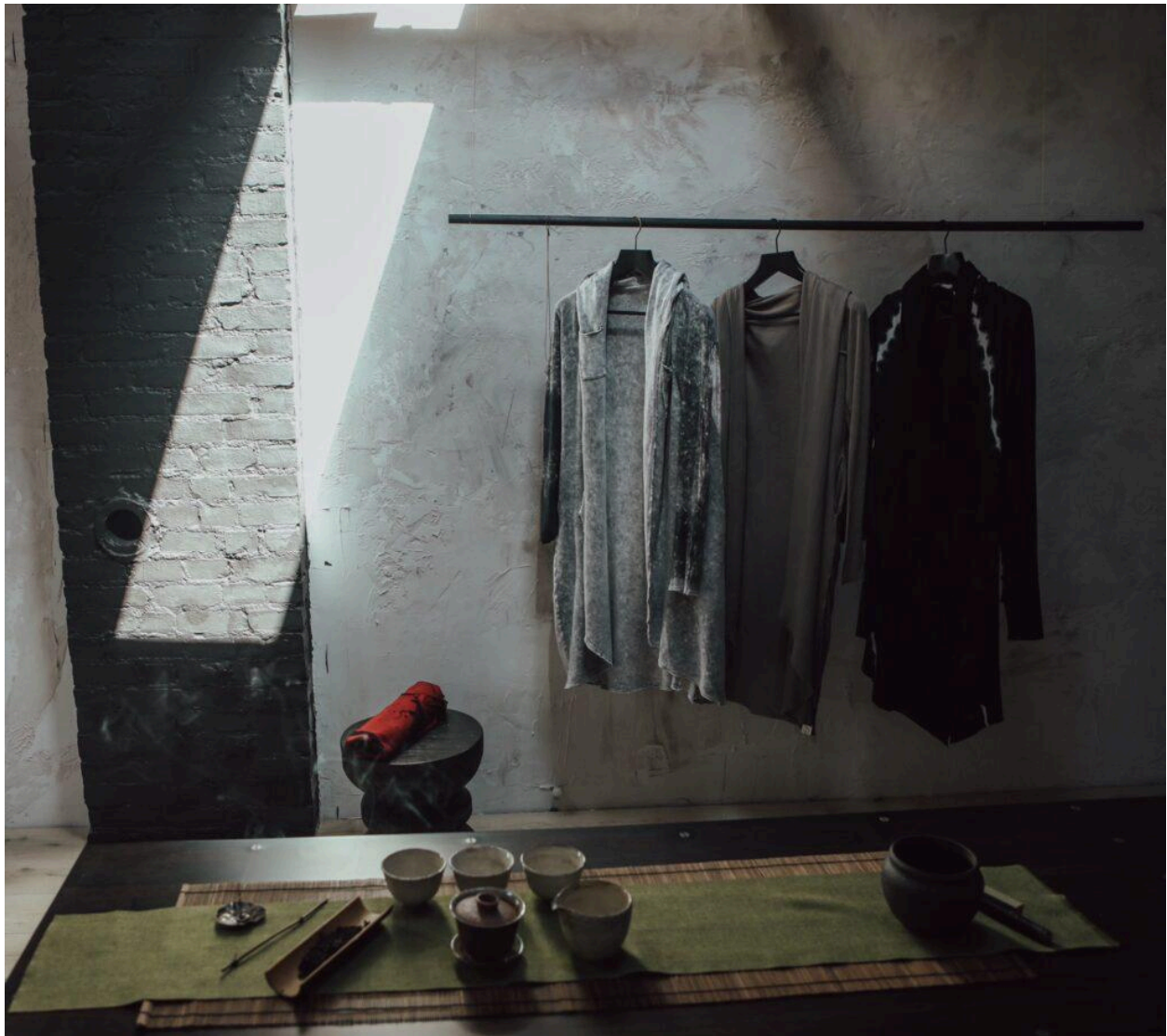
By **Ethos** May 3, 2024



One Golden Thread, the luxury loungewear label made from regenerative materials, has announced the grand opening of its flagship experiential retail concept on iconic Abbot Kinney in Venice Beach.

Touch has always been a talking point for Jeff Scult, founder, CEO, and designer behind One Golden Thread (OGT), a renowned global eco-fashion label specializing in ethically made comfort wear. The label's shirts, pants, dusters, and dresses are made from a unique blend of sustainable fabrics that offer wearers a premium tactile experience that can't be fully conveyed via a digital retail experience.

Scult spent years developing the label's signature fabric — a proprietary blend of ethically sourced long-staple cotton and regenerative beech tree fibers. The result is a soft-as-skin material that Scult says has a “somatic feeling.” According to Scult, fans of the label say the material has brought relief from stress and makes them feel more confident and alive. “I'm not making this up,” Scult told Ethos last year. “This is the way people express themselves and I believe all clothing should be intentional to do that.”



Inside the new One Golden Thread shop | Courtesy

And, now, with the opening of its first flagship retail concept store later this month, consumers will get to experience the clothing firsthand. Like its clothing elevates the material experience, the OGT flagship store will introduce a pioneering approach to the retail experience — one that fosters genuine connections, echoing the brand's core ethos since its inception in 2016.

Scult says the new flagship space expands the label's global vision to cultivate “a ‘lovestyle’ for the conscious collective, fostering meaningful connections that elevate with equanimity human

nature.” The space is the result of a collaboration between OGT and experiential creator Juan Pablo Heredia, known for his work with Traum’s showroom and tea room in Mexico City. Together, they worked to create a space that not only showcases the label, but also serves as a hub for community immersion and connection. “Co-creating the space with Juan Pablo is both a pleasure and an honor, allowing us to manifest our vision into tangible gold, truly offering an elevated experience of ‘regenerosity,’” Scult said.



One Golden Thread’s new retail location opens this month | Courtesy

Heredia echoes Scult’s sentiments, emphasizing the importance of creating a space that embodies OGT’s values. “Joining forces with Jeff and the OGT family feels like a soulful reunion,” he said. “Together, we are committed to weaving a community tapestry that celebrates service and connection.”

At the heart of the retail space is OGT’s distinct clothing experience, inviting patrons to explore the regenerative craft luxury firsthand. The flagship store will blend Eastern and Western influences, offering a curated selection of craft elements alongside the brand’s iconic garments. Central to the experience is the “check-out” speakeasy room, where patrons can enjoy gifted Chinese tea blends and seasonal elixir specials and receive Scult’s signature golden thread blessing, underscoring the label’s commitment to human connection and revitalization.

Complementing the indoor experience is The Oasis, an outdoor zen lounge designed for patrons to deepen their relaxation. The Oasis will host a variety of events, including talks, musical performances, and well-being sessions, providing a space for community engagement and enrichment.

The One Golden Thread shop will open its doors on May 23rd at 1:08 pm at 1216 Abbot Kinney Boulevard in Venice Beach. For more information, [visit the One Golden Thread website.](#)