

SPELL



Walk ā Little Lighter

VOLUME ONE

A Note From Our Founders

A customer once asked me "excuse me, I love your brand, but can you tell me, who makes my clothes?" It was April 2016 and the Fashion Revolution movement was well underway and at that time, I considered this a reasonably straightforward question to answer. I told her happily about the wonderful relationships we'd developed with our suppliers and how we only partner with suppliers who share our values around ethical conduct. I explained that ultimately, anyone we choose to work with, we are proud to call them part of our global Spell family.

But in that moment, I realised something – true transparency meant so much more than just 'giving her my word'. It called for 3rd party certification – of the ethical and the environmental kind. It needed to run much deeper, through every facet of how we did business. So that very month, we started mapping out our supply chain. And that's how our sustainability journey began.

Sustainability is an important part of who we are and a crucial part of the future journey we are on. And when we talk sustainability, we're not talking from a marketing point of view, or a branding point of view or a sleep-slightly-better-at-night point of view. We mean from a ground-up, live and breathe it, run through the core of our very values, point of view. Some say the fashion industry, by its very consumerist nature, may never coexist with sustainability, but we hope to challenge that belief by creating consciously and minimising harm to our planet in how we choose to do business.

From our factories to our manufacturing methods to our everyday footprint here in Byron Bay, our vision is to continue to create beautiful garments that also inspire change towards truly sustainable fashion. Change for people, change for communities and change for the planet along the way. It's an exciting, expansive and forever evolving journey – and one that we want to share with you.

Elizabeth & Isabella xx



Brand Snapshot

Our Story So Far

Spell & the Gypsy Collective was founded by sisters Elizabeth Abegg and Isabella Pennefather in Australia's Byron Bay, though the Spell story began on the other side of the world, generations ago.

We grew up in one of the more humdrum suburbs of Melbourne, Australia – though things could have been different, if not for an overcrowded boat on the docks of Flensburg, Germany, in 1948.

Fleeing war torn Europe, our grandparents had organised a spot on a refugee vessel bound for the United States. Their friends were all onboard and the dream of a new start was just weeks away, up a narrow gangplank, and somewhere over the watery horizon.

At the last minute, as the crowd jostled for their last chance at freedom, our grandparents were shoved aside and told they'd have to board the next ship which was bound for Australia. And just like that, not only did their voyage set off in a different direction, but their entire lives.

Our grandparents always held onto the dream of what it would've been like to live in America. Care packages of blankets and clothes from their friends who'd resettled in California did little to dull their rose coloured idea of this far off land. Over the years, this longing for everything Americana rubbed off on their son (our father), and so a generation later, we too were raised in a home while looking fondly to far-off lands.

And so it began...



Brand Snapshot

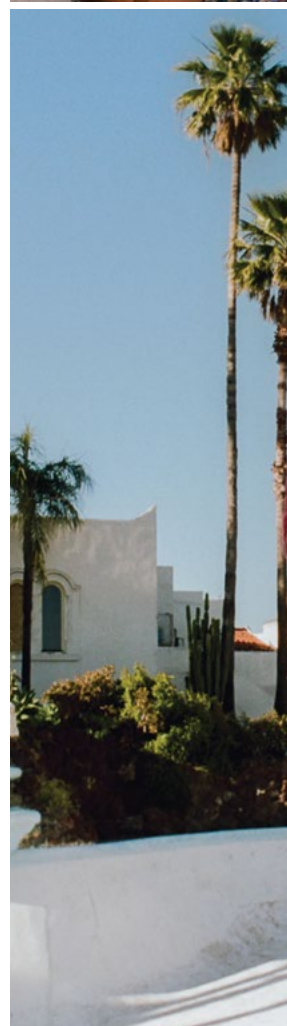
Who We Are

We are... driving into the sunset, top down, Fleetwood Mac blaring, bikinis drying on the backseat, a polaroid camera handy and wildflowers collected on the dash.

We are modern women with a deep respect (and hint of nostalgia) for the decades and women that came before us. We are curious about every soul we meet on this wild ride. We are the wanderers, and the muses of our yesterday, and the creatives of our today and every single tomorrow.

Our Past, Present & Future...

We remember our story. Because where we've come from informs where we go next. We value the humans we work with and the real lives of our real Spell community, all over the globe, who never cease to inspire us. We care about the creation journey a dress travels before it reaches us, and the journey it travels once it leaves us and passes into our customers hands. We cherish each of these narratives, and weave them through our collections so that the Spell story, ours and yours, can shape, shift, evolve and continue to grow.





Behind The Scenes

On Set of Campaign Shoot: Wild Thing

A campaign’s creative direction reveals itself in slightly different forms every season. Sometimes born from the finished product itself, a collection can evoke a powerful feeling or the pull of a particular destination. On other occasions, the perfect shoot direction and location might shine through powerfully as the collection is being designed, which often informs the very designs themselves. Wild Thing was one such collection. Iconic Australian films like *Crocodile Dundee* and *Picnic at Hanging Rock* were on high rotation

in the sisters' family home growing up. The cinematic settings, narratives and wardrobe imprinted on them both. When designing Wild Thing, Isabella looked to Linda Kozlowski’s relaxed safari ensembles and ‘Miranda’s’ turn of the century romantic lace wardrobe – so of course the Australian outback was the only location choice for the campaign. Come behind the scenes with us on this stunning shoot, via our travel diary...

DAY ONE

5.30am

Alarms set - the crew wake - and beg the local café owner to make us a 6am coffee (despite not being actually open yet!) Obliging us with our first caffeine hit of the day, hair and makeup progress rapidly and soon we’re ready for the big day of shooting ahead.

7.30am

Departing for our location, we take a moment to pay our respects to the indigenous people of this magnificent land. It’s an hour drive from our home base at El Questro to the first stop. The Australian outback is a huge place that takes serious time to traverse. We’d scouted so many beautiful places, watering holes, open dirt roads, towering gums and rocky canyons.

9.00am

We arrive on set and begin the 45-minute trek into the first location, a beautiful gorge only accessible by foot. Carrying gear and scaling steep descents we can’t help but shoot along the way, against gorgeous blush and ochre rocks before eventually ending up at the Turquoise Pool at Emma Gorge. Our minds are blown. We take a dip under the waterfalls and fresh water pools.



The Ivanhoe Crossing

12.00pm

Wrapping shooting at the gorge, we hike back to the bus - eating lunch on the way to our next location.

1.00pm

Arriving at a swampy river we get started shooting straight away, and not keen to re-enact any *Crocodile Dundee* scenes for real, (Oh Linda, how we loved that black one piece!!) We learn that yes, there are crocs in there - but only the freshwater ones (the friendly ones!). We breathe a slightly nervous sigh of relief.

2.00pm

Setting off for a beautiful sunset shot across the Savannah, we hit the open roads and plains in search of the famous Boab tree...magnificently huge, ancient specimens that are only found in this particular pocket of Australia. We shoot at this special place until we lose light at sunset.

5.30pm

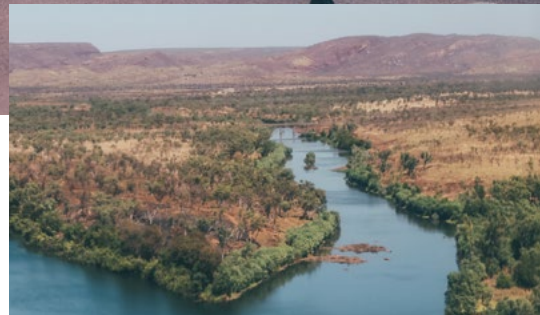
Heading home on our little tour bus we watch the pastel skies turning amber and pink, taking in this gorgeous moment, knowing there’s another huge day ahead!



Shooting in Emma Gorge



Dom filming our campaign video



Brydie Mac shooting



Spelly styling on set



Our crew on set



DAY TWO

6.00am

Hair and makeup begins – as does the coffee begging ritual, day two!

7.15am

Leaving our hotel we head to one of our favourite locations for this entire shoot, Kangaroo Haven Wildlife Rescue. We meet lots of little joeys and kangaroos, who make a cameo in our shoot and who steal all of our hearts in the process. Isabella falls in love.

9.30am

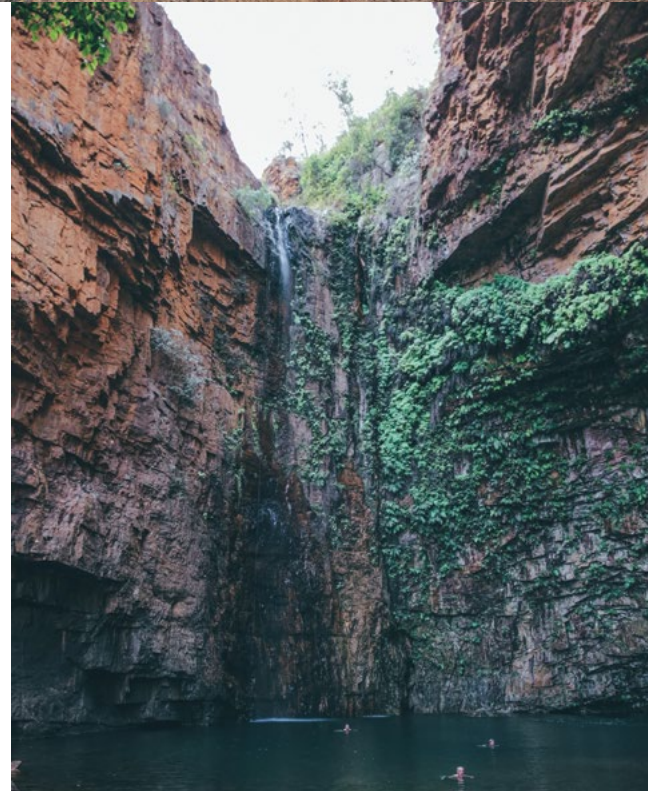
Bound for the amazing Mirima National Park in Kununurra. The red rock landscape is stunning and surreal, the proper outback Australia, a part of the country many people may never experience.

11.30am

Our final destination, Zebedee Thermal Hot Springs. This place is crazy beautiful and a big reason why we decided to shoot in West Australia in the first place. Our photography brief called for a wide scope of natural diversity and over these days, Western Australia totally over-delivered!

2.00pm

That's a wrap on our beautiful outback shoot! Our extended crew (of legends!) who have flown in to join us from all corners of the globe, begin packing up, preparing to jet off to their next adventure! Meanwhile, a cocktail at sunset to celebrate... Ah, I love a sunburnt country...



Kangaroo Haven Wildlife Rescue



WILD THING

SPELL DEC18-JAN19 COLLECTION

PHOTOGRAPHER Brydie Mack
STYLING Isabella Pennefather







VIDEOGRAPHER Dom Sullivan
 STYLING ASSISTANT Lily Jones
 HAIR & MAKEUP Ash Penfold
 PRODUCTION Mel Carrero

People + Planet

Our Vision

We take our responsibility as humans, to preserve Mother Earth, in all her boundless beauty, very seriously. As a business, it is our vision to become one of the most inspiring and consciously created fashion brands in the world. An ambitious statement we know, but I figure you've got to put a goal down on paper before it can be realised.

**Rather than strive for sustainability
to be our brand's point of difference,
we hope to drive change within the
textile industry - so that a new level
of 'normal' is achieved (and expected)
environmentally, universally.**



People + Planet

Our Design Process



Each of our unique collections are designed in Byron Bay, Australia.

Each garment passes through many, very special people's hands during its creation. From Isabella and her team of in-house designers, to our clever pattern makers and textile designers, and our indispensable technical designers and production team – all working together to create the Spell magic. Once the designs are completed, the collection is entrusted to our talented teams around the world, who work with us weaving their own unique magic, sampling and developing and perfecting each element, until finally we're ready for production.

A sketch becomes a dress in a year

It takes one whole year from the moment a new dress is conceived and sketched in our Byron Bay home, to the time it arrives at your door. It's a wild ride every time, and the best bit remains the reveal - seeing our beautiful customers fall in love and begin to weave the garments into their own stories.

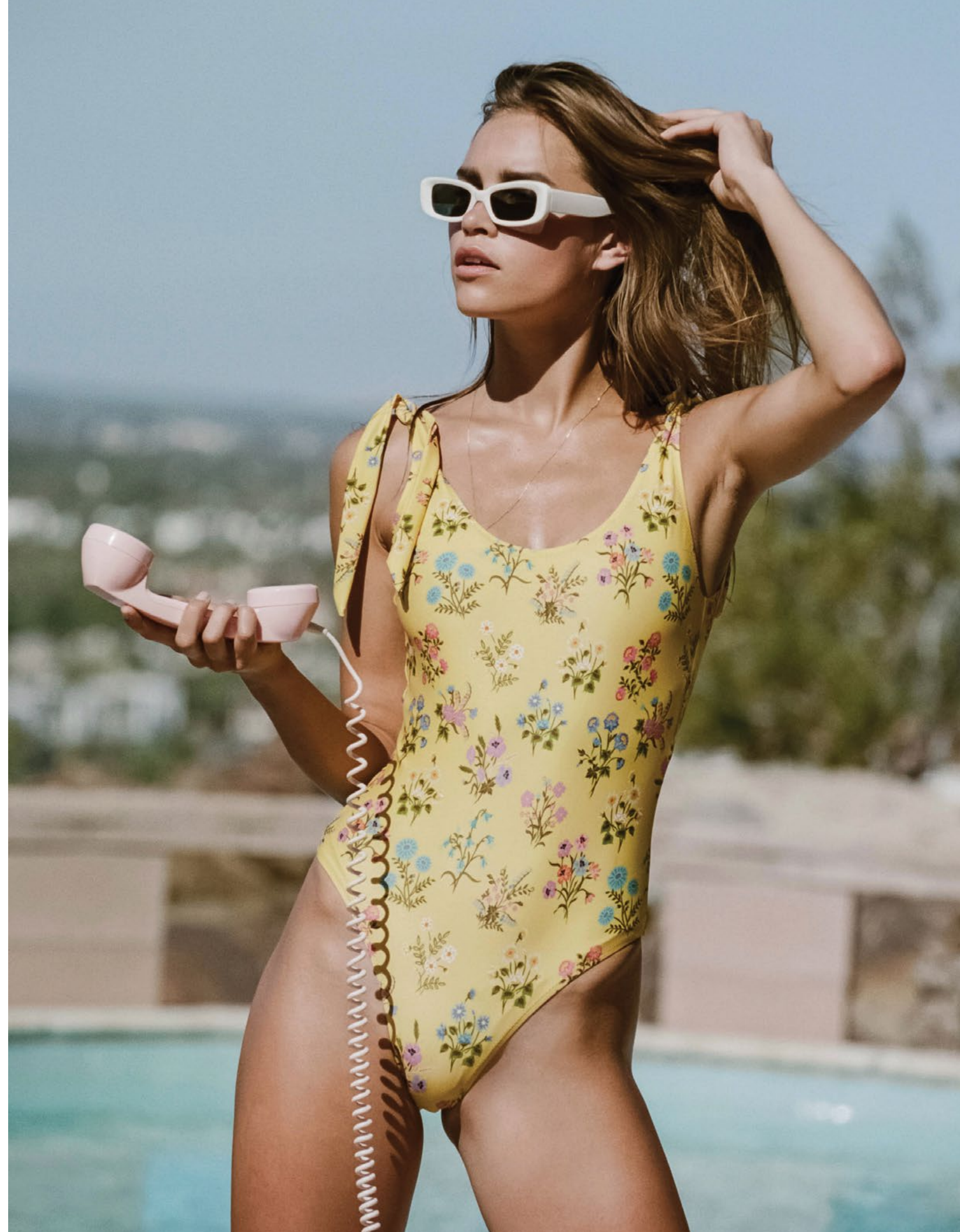
People + Planet

Why We Love Recycled Fabrics

Where garment production is concerned the choice of fibre/ material is the most important sustainability decision a brand can make. This becomes key in the realm of synthetics, or man-made fibres, which are a little like the plastic bags of fashion. If made with non-renewable fossil fuels, Nylon, Polyester and the rest of the synthetic family, it produces a tonne of greenhouse gases and take around 200 years to decompose in landfill.

Recycling has helped the fashion sector to embrace circularity and acts as a cornerstone for minimising our environmental footprint.

Around the world, some very clever people are doing some very clever things, with industrial waste, old fabric and abandoned fishing nets, spinning this post-consumer mess into (actually useful) recycled Nylon (used in this pretty yellow one piece!) —>








Some see trash, others see treasure!

As serious ocean lovers, we’re thrilled to now create our Spell swim from ECONYL® – an innovative Italian made fibre made from (amongst other things) thousands of tonnes of abandoned fishing nets, pulled from our seas.



IMAGE CREDIT Great Barrier Reef, 2014

Benefits
Of ECONYL®

-  Recovering abandoned fishing nets to make new fabric helps support our delicate ocean ecosystems, who choke under the strain of thousands of ‘ghost’ nets cut adrift every year.
-  Repurposing all that waste means less of it ends up in landfill.
-  Recycled fibres have up to 75% lower environmental footprints than their virgin synthetic alternatives. This means that in choosing recycled, we’re reducing carbon emissions and saving precious water.

People + Planet

Why We Love Organic Cotton

Let's face it, conventional cotton isn't great. In fact, it has one of the highest environmental impacts per kilogram of any material manufactured. But - *organic* cotton is a different story - boasting up to a quarter of the environmental impact of conventional cotton.





For the love of Earth.

From a minimising landfill point of view, we will always favour designing with natural fibres over synthetic. And on this design journey, we are committed to using organic cotton over conventional cotton wherever possible. Our preference is to have our cotton certified to the Global Organic Textile Standard (GOTS), which provides us with assurance that every single cotton fibre used in the finished garments is certified organic.

Benefits Of Organic Cotton



Organic Cotton is non-genetically modified - which in short - is much better news for both the planet and for the farmers, who are then not unethically bound to GM multinationals.



Organic cotton means farmers work with nature rather than against it. The cotton grown is then part of a balanced ecosystem, resulting in healthier soils and strengthened biodiversity.



No nasties in the form of synthetic chemicals (fertilisers, pesticides, insecticides) are allowed, which produces a double win of no scary toxins poisoning the earth - and happier, healthier farmers.



Organic has a 60% reduction in Greenhouse Gas emissions and only a quarter of the environmental impact of regular cotton. We think organic cotton feels better – both on our skin and on our precious planet.

Our Global Family

Woven Childrenswear Factory

Embellished Woven Factory

Fabric Printer

Organic Tees Factory

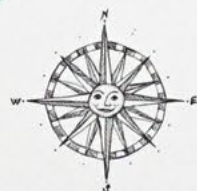
Wovens Factory

Organic Cotton Farm

Luxe Lace Factory

Swim Factory

Footwear Factory



Alana 7/200

People + Planet

Our Global Family

Our collections wouldn't exist if it weren't for the incredible passion and commitment from our talented teams around the world. We choose to work with factories that are committed to ethical trade and who share in our wider sustainability Spell vision.

To find out more about our global family
visit the Meet the Makers section of our website.
www.spell.co





DIY:

Beeswax Wraps

Creating consciously within our business is crucial, but living and breathing our commitment to sustainability begins at home, which means re-looking at everyday rituals. From ditching the car and riding our bikes, to carrying our ceramic coffee cups everywhere we go – we encourage each other to make infinite micro-changes in our lives, that over time multiply to great effect. One such initiative are beautiful beeswax wraps – which offer a much lighter footprint alternative to traditional (landfill bound) single use plastic clingwrap. We've been using these in our office for a while now, but only recently discovered just how easy they are to make with our Spell fabric off-cuts.

So how do re-usable wraps work exactly? Made from a thin coating of wax and resin, the beeswax stiffens as it cools allowing the wrap to stick to itself, creating an easy, reusable alternative to cling wrap. The beeswax in the mix makes them naturally antibacterial (and also smell delicious!) so that with proper care you can use them over and over again for at least a year.

Using them exactly the same way you would use clingwrap, the wraps are perfect for storing or transporting food and snacks, as well as covering bowls filled with your favourite salads, lunch or dinner left-overs. We've also been experimenting with other uses for our wraps, such as keeping our surf wax from melting on the inside of our cars or wrapped them tightly around any toiletries we're nervous about leaking on a long flight.

We discovered they're surprisingly simple to create and would make a gorgeous handmade gift for a friend (think a bundle of three, tied up with string).

Cata, from our customer care team, spent a crafternoon turning a pile of fabric offcuts into beeswax wraps. We hope it inspires you to do the same, with any fabric that needs a new life.

Turn the page for our step by step DIY →



How To:

What you'll need

1 cup of beeswax
1/4 cup of tree resin
2tbs jojoba oil
Large glass jar
Pot to boil water in
Baking Tray
Baking paper or aluminium foil
Soft bristle brush (a paint brush will work)

Makes approximately 6-8 medium sized wraps

Method

1. Pre-heat your oven to 180 degrees celsius.
2. Choose your fabric offcuts or even cut up some clean clothes that you wish to up cycle! We found the natural fibres of cotton, linen, and rayon work best at absorbing the wax and that it's best to choose light colours over dark, as the wax coating is more noticeable on darker colours.
3. Cut your fabric into an assortment of sizes, perfect for wrapping different sized things. The wraps can be any shape but we recommend squares or rectangles for best wrapping versatility.
4. Boil a pot of water on the stove – best use an old pot that you don't mind getting a little wax on. Then once boiled reduce to a simmer to keep the water hot.
5. Fill a large glass jar with the beeswax, tree resin and jojoba oil, and sit the jar in the pot of water.
6. Melt the mixture in this double boiler method, stirring occasionally until the mix is completely melted in the jar.
7. Line a baking tray with aluminium foil or baking paper.
8. Lay the first of your fabric pieces onto the tray with the patterned side facing up.
9. Drizzle melted beeswax onto the fabric (approx 2-3 tablespoons).
10. Place the tray in the oven for a couple of minutes allows the mixture to melt further, spreading down into the fibres of the fabric.
11. Once melted take the tray out of the oven and use a brush to evenly spread the mixture, ensuring the whole piece of fabric is covered. You only need to apply the mixture to one side as it will melt through the fabric, coating it completely.
12. If the wax is clumpy in some areas, simply place the tray back in the oven for a few more minutes to reheat it and then repeat step 11.
13. Hang all the finished pieces of fabric to dry – this happens really quickly! Fabric will be cool in 5-10 minutes.
14. Once dry you can trim the edges to give a more finished look and even out the fabric as it may have stretched or lost its shape when applying the wax. Otherwise leave the edges as they are for a raw look.
15. Your wraps are ready to use!



Spell Travel

Byron Guide

We often get asked about our favourite places around Byron Bay. There are so many we love that we sometimes find it hard to condense them into a single hit-list! This is partly because for such a tiny town, Byron has a disproportionate number of talented people serving up incredible food and coffee, and we're surrounded by so many stunning natural wonders. But if we had to choose, whether you're visiting us for a week or a weekend, these destinations would top our 'do-not-miss' list.



Coffee -



Sparrow

The best on the run coffee and opens before the birds are even up.

The Road House

For a blow your head off strong cuppa, chilled outdoor vibes and delish GF muffins.

Bayleaf

Very busy but absolutely worth it. Try the coconut cold brew (coffee) in Summertime.

100 Mile

Perfect for the creatives in the industrial estate. Super friendly (including dog friendly!).

Folk

Perfect for a bit of tranquil quiet time beneath the palms.



Cocktails -



Rae's

Book ahead for the restaurant (with the ocean views worth their weight) or wander in to the cute new cellar bar underneath.

Balcony Oyster Bar

Cauliflower popcorn is to die for and they host oyster happy hour on Wednesdays at 6pm.

Tree House

Old school, laid back Byron (wander in straight from the beach and sit beneath the palm trees) kind of vibes.

The Mez Club

Santorini in the heart of Byron! Great margaritas, dreamy interiors and perfect for people watching outdoors on a warm afternoon.

Eat -



The Roadhouse

Leading the food revolution in this town with nourishing, mostly organic, always mind-blowing good meals.

The Italian

A reliably tasty Italian meal, indoors or out. Get a booth, watch the sunset and smell the salt air.

Bayleaf

Fantastic & deliciously unexpected breakfast options. Healthy, hearty and original menu.

The Farm

Perfect for the mummas, grab a cuppa while the kids explore. Restaurant aside, there's orchards, farm animals, flowers and delicious deli treats.

Combi

A Vegan destination delight! This cute café serves up yummy things in the sweetest setting. Try for a pavement table and watch the world go by.



Relax -



Byron @ Byron

Take the rainforest walk ~ easy with a pram. Return for a facial and some down-time in the steam room.

Gaia

Meditate in a bungalow overlooking hinterland. Retreat to the private tropical pool for secluded relaxation.

Kiva Spa

Perfect with your girlfriends, this unpretentious hinterland spa also boasts an incredible sauna.

Comma

Across the road from our office (so a Spell favourite!) this space oozes tranquillity and minimalist zen vibes.

Explore -



Light house walk

The best loop begins and ends from Captains Cook. Begin on the boardwalk beachside, then take the back path through the rainforest on return, for some extra stairs and shady tropical goodness.

Crystal Castle

Giant crystals dotted through gorgeous gardens. Lovely for kids who can explore the bamboo tunnel, that click clacks overhead as stems meet.

Or just, get lost.

Drive around the hinterland, explore our beautiful region (north or south, you can't go wrong), get off those beaten tracks, stop for a roadside picnic... Leave only footprints behind.

Out of town -



Harvest, Newrybar

Come here for sourdough Saturday's (arrive early), then cross the road for Newrybar Merchants for shopping joy.

Paper Daisy, Cabarita

Serious escapism (it feels like you might be in the Med somewhere), with gorgeous design, inside and out. Book ahead for lunch or dinner. Stay for the cocktails.

Belle General, East Ballina

For the best green breaky in the shire, not far from the sea.

Spell Stockists

Where To Find Us In California

Thanks for visiting our pop up store.
We are open from 20th October - 25th November

For more stockist info visit our website
www.spell.co

Principessa

As long-time residents of the infamous Abbot Kinney Boulevard, Principessa has helped shape the style that defines this unique pocket of California, since 2001. A mecca for bohemian artists and individuals, the Venice beach setting has long encouraged expression and attracted free spirited souls - women who dress for themselves. Outfitting the modern day flower child with sophisticated pieces from around the globe, Principessa offers effortless grace and embodies our Spell love of understated luxury.

Venice Beach
1323 Abbot Kinney Blvd
CA 90291

Planet Blue

Spreading good vibes since 1995, this iconic store (across multiple destinations) oozes classic Cali style. With a relaxed, bohemian outlook peppered with some beachy escapism and plenty of denim, the Planet Blue girl layers her labels and her looks to effortless effect. Home to a perfectly curated mix of vintage inspired finds from the world over, Planet Blue is the perfect home for our USA based angels.

- Santa Monica**
800 14th St
CA 90403

Venice
2940 Main St
CA 90405

Beverly Hills
409 N Beverly Dr
CA 90210

Malibu
3835 Cross Creek Rd
CA 90265
- South Bay**
The Point 840 S. Sepulveda Blvd.
Suite B102
El Segundo, CA 90245

Newport Beach
Lido Marina Village
3412 Via Oporto
STE 101-103
CA 92663



*We’re sharing this journey with you in the hope
that collectively we can inspire as many people as
possible to become more passionate and conscious
consumers – to drive real change from the
ground up, in our precious (only) world!*

#WalkALittleLighter

Say Hello!
info@spell.co

Find Us
@spell
www.spell.co

SPELL
Walk A Little Lighter
VOLUME ONE

No part of this publication may be reproduced
by any means without prior written permission
of the publisher.

SPELL