

# SPELL



Homegrown

P+P JOURNALS | VOLUME FOUR

## ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the traditional owners and ongoing custodians of the land on which we work here on Bundjalung Country, in Northern NSW, Australia. It is with great honour and gratitude that we conduct our work on this land and we pay our respects to Elders, past, present and emerging.

We acknowledge the First Nations People of Australia are the original storytellers, artisans and holders of knowledge, living and working in harmony with People and Planet. We pledge to humbly continue to listen and learn on what always was, and always will be Aboriginal land.

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## WARNING

Aboriginal and Torres Strait Islander readers are warned that there is an article (p40-43) that features images and names of an Aboriginal person who has passed away.

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# Editors Note

*To our community of Spellies everywhere,*

We come to you with the fourth volume of our People + Planet journals - it's been a while (over a year since our last issue!) but it's good to be back with a renewed sense of purpose and direction.

For myself and my team, the events of 2020 lead to a big pause, a breath – which in turn allowed for deep reflection. As we recalibrated to a new normal, we found ourselves rediscovering our own backyard and our connection to it.

The reason we called this issue 'Homegrown' is to pay tribute to the very act of loving the earth beneath our feet. It's about what we've (re)discovered right here on our doorstep. Like Dorothy Gale who escapes to Oz only to find there's 'no place like home' – many of us were seeking adventure so far and wide, we forgot the importance of being grounded. The pace of the world zoomed by, so we ran along with it at a wild and unsustainable pace. The idea of staying still, or staying local, felt perhaps like we weren't seizing life's opportunities. But we see now that there is much opportunity in the quiet moments close to home.

In this issue we share with you some of our learnings from the connections we've made over the past 12 months. We take a cultural walk with local Arakwal Elder, Delta Kay, around Byron's headland and learn more about the area's cultural significance to the First Nations People of the Bundjalung Nation. We spoke to the founder of Outland Denim, James Bartle, about how a simple pair of jeans can change lives – and how their mission inspired a capsule of classic denim in our Spell X Outland Denim collaboration! You'll hear from local Bundjalung woman, Ella Bancroft about her connection to Country and how it inspires her activism. And of course we share some exciting behind-the-scenes updates, including a sneak peek at Folk Song, our May/June 2021 collection. Wait till you see it!!

We hope this issue finds you safe and well, and that you too have been finding adventure in your own backyards!

*Elizabeth Abegg xx*  
Co-founder and Chief Brand Officer



# Our Story So Far

If you are new to the Spell community, perhaps you don't know our story! Spell was founded by sisters Elizabeth Abegg and Isabella Pennefather in Byron Bay, a small coastal town on the east coast of Australia. This was 12 years ago, but the story began many years before and many miles south, in their hometown of Melbourne.



Growing up in a creative home, the sisters would spend many hours hand-making jewellery and accessories from found objects or materials thrifted from flea markets. In their early 20s they went their separate ways to pursue different dreams, as most sisters do. It was almost a decade later after Isabella, on a whim, quit her job at a Melbourne fashion label and moved to Byron. Elizabeth eventually followed from Sydney and the girls went into business together.

Isabella had started a label called Spell (after her own childhood nickname), selling her hand-made jewellery, tees that she designed and printed locally and some accessories she had made at bespoke tailors in Bali. Elizabeth joined Isabella in the business and together they worked hard creating pieces inspired by their vintage wardrobes and dreaming up content to share on their blog. As well as their popular stall at the Byron Artisan Markets, their embryonic ecommerce store began to flourish and the brand grew, as did their team. As a small family-run business in a regional coastal town, their sunny, salty lifestyle formed the brand's direction and values.

If the business was a tree, the first few years were about growing tall and strong, but as Isabella and Elizabeth grew into motherhood a focus on sustainability emerged. Realising a tree didn't grow perpetually upward, the next phase would see the sisters and their team tending to the leaves of the tree, working so they were green, lush and healthy. First mapping their supply chain and focusing on transparency and then working to increase their portfolio of preferred fibres (fibres that are better for the planet when it comes to emissions, water usage and more). In January 2021 the brand released its first collection where 100% of the styles contained preferred fibres.

After twelve years, the essence behind that little market stall is still part of Spell's DNA. The sisters cherish their connection with the wider Spell community and thrive off the passion for creativity they share with their team in Byron and global family of makers around the world.

And so the story continues...



*Jingi Walla*

# Welcome to Arakwal Country

It seems everyone now has heard of Byron Bay. Traditionally known as a place of healing, people continue to flock here – as did we and our European forefathers – to experience first-hand all that Byron has to offer; it’s crystal clear waters, white sandy beaches, hidden coves and several world-class surf spots. It is full of art and creativity and it’s a town that is ever changing and growing. Yet with all the beauty, there is a sacredness that often gets forgotten by those who choose to travel here.



We wanted to learn about the Aboriginal history of Byron that dates back tens of thousands of years; to listen to stories of Dreaming and the wisdom of Traditional Owners of the land. We met with our friend Delta Kay, proud Arakwal custodian and Bundjalung woman whose mission is to promote awareness, understanding and respect for Byron Bay, or Cavanbah meaning ‘meeting place’. Delta runs eco tours that educate others on the Aboriginal history of Cavanbah and the surrounding areas, islands and mountains.

Delta first performed a Jingi Walla Jagun (‘Welcome to Country’) which signifies the cultural importance of the area, as well as showing respect for the traditional custodians of the land. A Jingi Walla Jagun can include a speech, story, song, dance or smoking ceremony.

She walked us through The Pass, where there is an ancient Midden that is now a protected area. A Midden is a site where First Nations People left remains of shells, stone tools, bones and ash. Middens are an integral part of Aboriginal culture as they are an important source of information about the ancient use of the environment and how it was used sustainably. Delta told us, “When entering a midden, you might not realise that these bones or shells were used thousands of years ago by our ancestors”.

Delta told us how not too long ago, when the first settlers arrived that the Bundjalung Nation held 13 language dialects, with Arakwal people speaking the Minyun dialect. During the annual “cold season” when the whales are migrating past our shorelines, western Bundjalung tribes would travel to our beaches to share in the abundance of the traditional mullet run. “Our old people tell us that the bay was stained black by all the mullet migrating from the rivers”, she told us.

“There were thousands of fish, and everyone would come and meet and camp”. It was a time of feasting, trading, sharing stories and planning marriages.

Delta shared with us the sacred sites all around; of Walgun (meaning ‘shoulder’) that extends all along the Cape up to where now sits the Byron Lighthouse, on an ancient ceremonial ring. She told us to look beyond the local shores to Nguthungulli (the island rock formation just out to sea) nguthung meaning ‘grandfather’ and gulli meaning “person of.” This is the resting place for the almighty Creator Nguthungulli who created all that you can see.

Although First Nations people have been persecuted since the beginning of colonisation, Delta feels that it is necessary to connect with all people and share her personal story and Aboriginal history – both the good and bad – to continue her Elders’ vision of protecting and looking after Country. To understand is the way we can begin to help heal and so it is up to all of us to learn about our rich Aboriginal culture. Delta’s tour touched us deeply, but it also made us determined to amplify her message and to embody the philosophy that she so proudly shares: that you are welcome here, but it is important to learn about the land first, to immerse yourself in the history and its people, and to respect all that it has to offer.

“We are individuals, but we are also all part of Her – our Mother Earth. All of us belong to the land, sea, mountains and Earth. It’s up to us to care for our Mother. To make her better. It’s about respect – respecting Her, our history, and each other.”

*Boogulbeh Delta – thank you.*



## Spell x Outland Denim

Founded with the intention to create new opportunities for women who have experienced exploitation and endured unthinkable trauma, Outland Denim is a leader in the field of business for good. Outland has built a transparent and impactful supply chain for its denim line - right down to it's own garment factory located in Cambodia where they offer training, stable employment and opportunities for growth.

The brand (who I'm sure you know, made the jeans worn by the Duchess of Sussex, Megan Markle when she visited Australia) continues to empower women who have either been rescued from, or are vulnerable to, human trafficking or modern slavery. And though its transformative supply chain is certainly how it rose to fame in sustainable-fashion circles worldwide, Outland Denim doesn't just strive for social justice. When it comes to a fibre type notorious for its heavy ecological footprint (we've all seen pictures of rivers in some denim producing regions in China or India running blue), Outland prioritises use of vegetable and organic dyes in the colour process and instead of toxic chemicals usually used to get that 'worn in look', they only use environmentally-safe practises. By equipping their facility with state-of-the-art technology, they produce denim with up to 86% less water, 57% less energy and 83% less chemicals during the

finishing process compared to a conventional denim company. The material used in their denim is either recycled or organic.

It's no secret we love styling Spell back with denim, it's always been our styling go-to from our campaign shoots to our own wardrobes. Then we met James Bartle, the visionary founder of Outland Denim who continues to address the ever-pressing climate and cultural problems facing our world, and we knew it HAD to be Outland when it came to collaborating on a very special limited-edition capsule of classic, organic cotton, denim staples.

We sat down with James, who walked us through the origins and outlook of Outland Denim.



#### ***How did Outland Denim start?***

In the beginning, it was basically me, some bolts of denim, an idea about how to play a part in protecting young women from human trafficking, and a dedicated small community of people rallying around us to get this idea off the ground. I'd witnessed the reality of human trafficking and I couldn't shake off the vision of seeing a young girl, maybe 13 or 14 years old, for sale on the streets. That was just so shocking to me. The idea that they could be sold off for sex is just beyond evil. So I started work on a solution with an NGO, and I settled on sustainable employment as seamstresses (with living wages, skills acquisition, education and financial literacy) because poverty is what makes these young girls and women vulnerable. So the desire to help people came first. I had to learn the denim trade as I went along.

#### ***Why Denim?***

I've always lived in denim, so it felt like the natural way to go in creating a brand for me personally. A good pair of jeans, that are good quality and the right fit, are an item that you will keep for years. They wear with you. They're like the lifelong friend who goes through all your ups and downs and stays faithful. For most people, they're the foundation to a wardrobe that you build upon. And when you find a good pair, you share that knowledge with your friends. That's what we wanted for Outland; for people to talk about how good our jeans are, but also that they do good for the people who made them. Denim speaks to our core as a humanitarian brand seeking to create lasting social change.

#### ***What were the non-negotiables for you when starting out?***

The quality and integrity of the product had to reflect the quality and integrity of what we were trying to achieve on a social level. This didn't come easily, as denim is a very specialised field within the fashion industry. There are people who have dedicated their entire lives to cultivating denim and denim brands. So to go from zero

skills in handling textiles to achieving a level of skill on par with the best premium jean makers in the world was a pretty ambitious goal, and it has taken us a good ten years to get there.

#### ***Some bumps-in-the-road?***

As a brand we are no strangers to challenging times, but they are what make us stronger, so we tend to tackle them head on. Our brand launched with a product range of only black skinny jeans, at a pop-up in Queensland, Australia, in what was the hottest summer of the past 100 years but people still came in to purchase. After Meghan Markle wore our 'Harriet' jeans in Australia, we couldn't keep up with demand; people had to wait up to six months for their 'Harriet' jeans to arrive, but they were patient with us. Then we launched an Equity Crowdfunding campaign just days before the WHO declared COVID-19 a pandemic. People still invested, and helped us raise over AUD \$1.32 million. Time and time again, we are reminded that consumers will show up for businesses that reflect their values, particularly when it comes to sustainability.

#### ***You began Outland as a social mission, what made you merge this into sustainability?***

In developing Outland Denim, we quickly learnt that not only is denim one of the most challenging sectors of the fashion industry to break into, it's also one of the dirtiest. From sandblasting that's hazardous to human health, to toxic chemicals leaching into waterways and the enormous amount of water it takes to make a single pair of jeans, denim has a terrible environmental record. The idea that you could help one group of people while contributing to and undermining another through environmental degradation was something we couldn't ignore, so we set about cleaning up our act pretty quickly. In designing our products, we select the most sustainable raw materials available, such as organic cotton, and exclusively use safe dyes and zero





- About 40.3 million people are caught up in modern slavery.
- Human trafficking, just one form of modern slavery, is a USD \$150 billion industry.
- USD \$99 billion of those profits come from commercial sexual exploitation.
- Globally, an estimated 71% of enslaved people are women and girls.
- 99% of victims of sex trafficking are women and girls.

harmful chemicals. The opening of our stand-alone Wash and Finishing facility in 2019 allowed us to have even further control of our environmental footprint.

***What does collaboration mean to you?***

For collaboration to work meaningfully, there has to be some shared ground. It's like a friendship. You have to see the world in a similar light and have some things in common or it's never going to work. From there you both have to bring what you can offer to the table, and do so in a spirit of generosity. The race to sustainability isn't one that any brand is going to 'win'. We need to collaborate on solutions if we are going to revolutionise the fashion industry, if we are going to use it to enrich the lives of people and protect the planet.

***What are your thoughts on this collaboration?***

We have a lot of respect for what Spell has created in a brand and, as an extension of that, a community where women can connect. Collaborating with the Spell team has been a really exciting creative process, and we look forward to seeing it come to life and to share it with the world.

***What excited you about Spell's take on Outland?***

Spell has a strong aesthetic and iconic sense of personality, so to see our production house working with the Spell design lens has been a joy to watch. As the designs have come to life, we can see our seamstresses' pride in what they are producing. Some of the women in Byron - Debs and Sarah and their design team spoke to our team weekly during the design and production process and they've all become very fond of one another. Spell's Technical & QA Manager, Deborah Pih couldn't believe the attention to detail from Shuly and Brenda at our factory in Cambodia. It's been a case of mutual respect from both sides. The level of detail that has gone into designing

and creating these pieces has been immense. We're excited to share some great denim pieces and connect with the Spell community to create a huge, positive social impact.

***How do you think we can further drive sustainability to consumers?***

Consumers have really been the ones to drive the sustainable fashion movement. Their voices have been invaluable in moving the needle and this needs to be celebrated, however ultimately shoppers shouldn't have to spend their time researching brands' supply chains and understanding the meaning behind all of these certifications. We need to invest and support research and advocate for that research to influence legislation that will regulate and bring accountability to the industry. But most importantly brands need to establish an internal culture, driven from leadership, that prioritises sustainability and social justice over everything else. This way, we can move towards a future where it goes without saying, products were made in a truly sustainable way.

***The best thing about a good pair of jeans?***

A good pair of jeans feels like a second skin. They are timeless, trustworthy, and wear with you. And, of course, we believe a good pair of jeans is one that was made in a way that reflects your values.

***What's next for Outland?***

In 2021 we are investing heavily in circularity research and technology that we hope to revolutionise the garment lifecycle. We look forward to releasing more RTW options throughout the year, and are one step closer to having a 100% vegan offering. As always, this year we hope to expand our team in Cambodia and their career opportunities.

## Taking Five With Jessica Gomes

After many years of friendship, we felt lucky to catch Jess Gomes when she was in town. We struck up a friendship when she visited our Byron store in 2016 and we've been chasing each other around the globe ever since.

The Perth-raised beauty returned from the US recently and a few phone calls later we'd lined up photographer Brydie Mack (aka @wolfcubwolfcub) and a rack full of samples from our Outland Denim Capsule and Spell Basics range – it was a dream to finally shoot with Jess and make some denim hued magic!

We sat with Jess on set between shots to chat about her life as a global model.

*Jess, you've been modelling since your teens till now - what would you say has been one of your most fun experiences as a model?*

Definitely travelling the world and having experiences that I never dreamt of having. It has been a wild ride and I've met so many interesting, creative people. I feel like I've lived a very FULL life because of modelling, and I appreciate that so much.

*How has your own style or shopping choices evolved?*

I think I'm drawn to things when I love their story or where they come from. I love different pieces now which hold something unique. I'm loving all the local Byron Bay brands!

*What would you say is the top thing any woman needs in her wardrobe?*

A good pair of jeans!!! I'm obsessed with denim. I think a good denim piece whether it's jeans or a denim shirt is very cool and versatile.

*We worked with you on our very special Spell x Outland Denim capsule shoot with Brydie Mack - what was your favourite style to wear in the range?*

I love the high waisted flared jeans!! Rocking. Such a vibe. I just love the way they fit and feel.

*How was it working with Brydie Mack for the first time?*

I LOVE Brydie. I'm obsessed with her. I've always wanted to shoot with her, I've been a fan of her work for a long time.

*Tell us about your dreams for the future....*

I have so many. But I just want more peace in my life and also for the world. I'm currently leaning into creating a more wholesome, natural world for myself and others. I also want to keep believing in love.





A Road Trip To

# Tenterfield

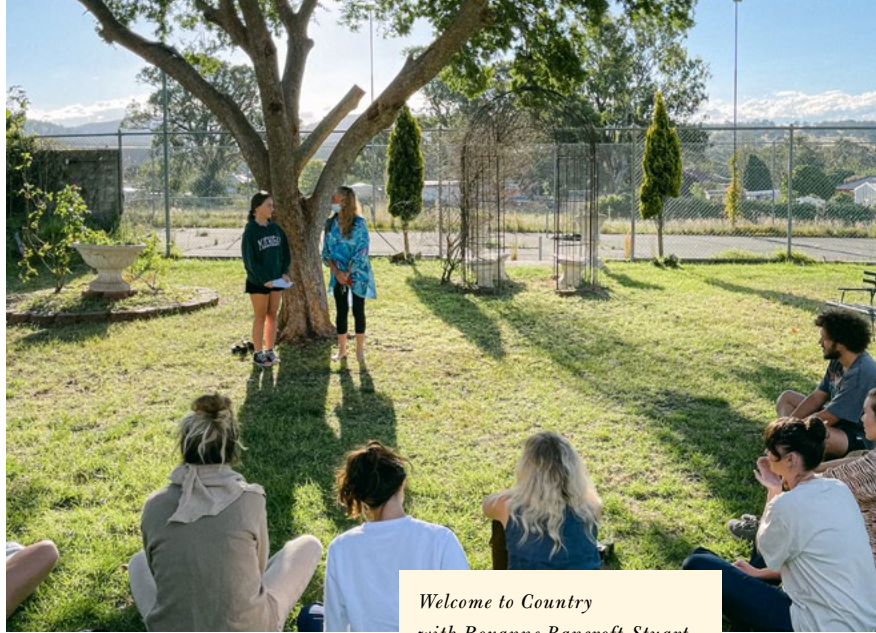
BTS ON OUR FOLK SONG CAMPAIGN

It feels like a lifetime since we did a road-trip inspired campaign. It used to be that every other day we'd be jumping in a car with boxes full of props to create magic along a road somewhere... and then we started travelling further abroad and road-trips became long-haul flights and all of a sudden it was round the world in 80 days! But, as with so many things this year, we've gone back to basics and rediscovered that a simple road-trip with friends and muses can be everything!

For Folk Song, we envisioned a good-old family style road trip – the kind which produces moments that turn into memories via faded, dog-eared photographs in an old photo album. Pictures you look back at one day with a gasp and say 'Oh! If only I still had that dress!' and 'That charming little hotel! Where was that anyway?!

The location? We knew just the place! Our very own Isabella has been creating such road-trips and memories (complete with family photo albums!) with her own family in-land from Byron Bay for the past few years. Two such little gems were Tenterfield and Stanthorpe, towns her husband Dougall used to go to with his family as a child. With all of the epic landscapes and rustic charm, Tenterfield was going to be the perfect back drop for Folk Song.

Tenterfield, or Moombillen/Moombahlene, has been home to many different Aboriginal nations: currently the Kamilaroi people and Bundjalung people, but first inhabited by the Jukemba people.



Welcome to Country  
with Roxanne Bancroft-Stuart



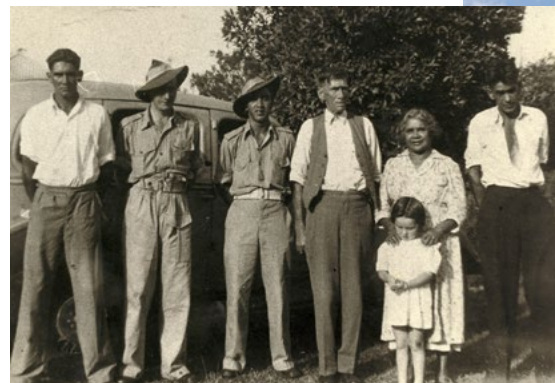
## THE DAY BEFORE THE SHOOT

To honour and pay respect to the traditional custodians of this Country we try, when possible, to hold a Welcome to Country before an event. When our crew arrived, we had Roxanne Bancroft-Stuart perform a Welcome to Country for us. Roxanne's granddaughter read an Acknowledgment of Country. It was a very special moment for us, because as we listened we gained a deeper understanding of their lived experience as Aboriginal People on this land. She told us that Aboriginal People had been forced to live outside the town of Tenterfield and that her father had pretended to be of Indian heritage so he was allowed to live inside the town. This was accepted by the Aboriginal community as they respected her father and the Elders would say to him, "We know you are black".

She told us how he fought for Australia in the war in New Guinea, and when he returned he was not allowed inside the pub for a drink with the men he'd fought alongside because of his (what they thought was Indian) skin. Instead, they passed a beer through the window.

These stories are so important for us to learn more about the history that is often not written or taught to us. It wasn't until her father passed away that the children were able to embrace their Aboriginal heritage being from the Western Bundjalung peoples of the Tabulum/Baryugil area.

The Welcome To Country set the tone for an appreciation of this incredibly beautiful, but also harsh landscape we were about to shoot and create from.



(L-R) Uncle Toby, Harry White, Bill Bancroft (Roxanne's father), Pa (Arthur) Bancroft, Ma Bancroft and cousin Tain, Uncle George.



## DAY ONE

It is always an early start on shoot day, but when we began it was still dark. Our crew were bleary eyed and sleep deprived after a restless night wondering if the stories about the big, old mansion we were staying in being haunted were true! Many will tell you that location, lighting, good hair and makeup are the most important elements on a shoot - I will tell you, it's coffee! We pushed on, coffees in hand, ready for the first look!

We take a 40 minute drive only to be met with misty cloud-cover hovering over our location, the beautiful road expanse you will see on the pages to follow! So we turned our convoy around and rescheduled the shots - other important elements of a shoot? Flexibility and patience!

We ended Day 1 at the most divine paper daisy field, owned by Steve Hassan, who runs Quoll Headquarters, a sanctuary for the endangered Spotted-tail Quoll. He and his wife welcomed us into their home and their beautiful field of paper daisies at golden hour. Oh, how rescheduling can pay off sometimes!





**DAY TWO**

We snuck a morning shoot in before the homeward trip the next day. We were shooting in the most beautiful creamy coloured grass when out of nowhere, two gorgeous dogs came to join us. Like a scene in a movie, the dogs became our dearest companions and didn't leave our side for the rest of the shoot!

Our muses Susanna and Holly were unfussy and full of energy, bringing smiles and unexpected, candid moments. Together they created that perfect vibe we envisioned for Folk Song – two friends on a wonder-filled adventure.

Once we wrapped, we journeyed three hours through the bush, winding back to the coast. Brydie dropped the countless canisters of film off to be developed when she returned to Sydney and we waited with bated breath and a few beautiful, new memories in the back pocket of our patch-sewn denim jeans.



## Our favourite Tenterfield spots:

- Our Place Café – Amanda who owns this took care of us SO well for our shoot catering and our wrap dinner. What a dream!
- The Commercial Hotel – we had two amazing dinners here!
- Stannum House – our mansion stay with a twist.
- Tenterfield Railway Station – a historic railway station with a vintage train carriage you can visit (and our location!)
- The Tenterfield Saddler – another historic spot made famous by musician Peter Allen.
- Bald Rock National Park – we went here for a hike, the views and rocks are spectacular.
- Girraween Lodge – one of Spelly's favourite spots to stay which is about 40 minutes from Tenterfield closer to the Queensland border.

# Folk SONG

SPELL MAY '21 COLLECTION

PHOTOGRAPHER | Brydie Mack  
MUSES | Susanna Oinonen & Holly Brown

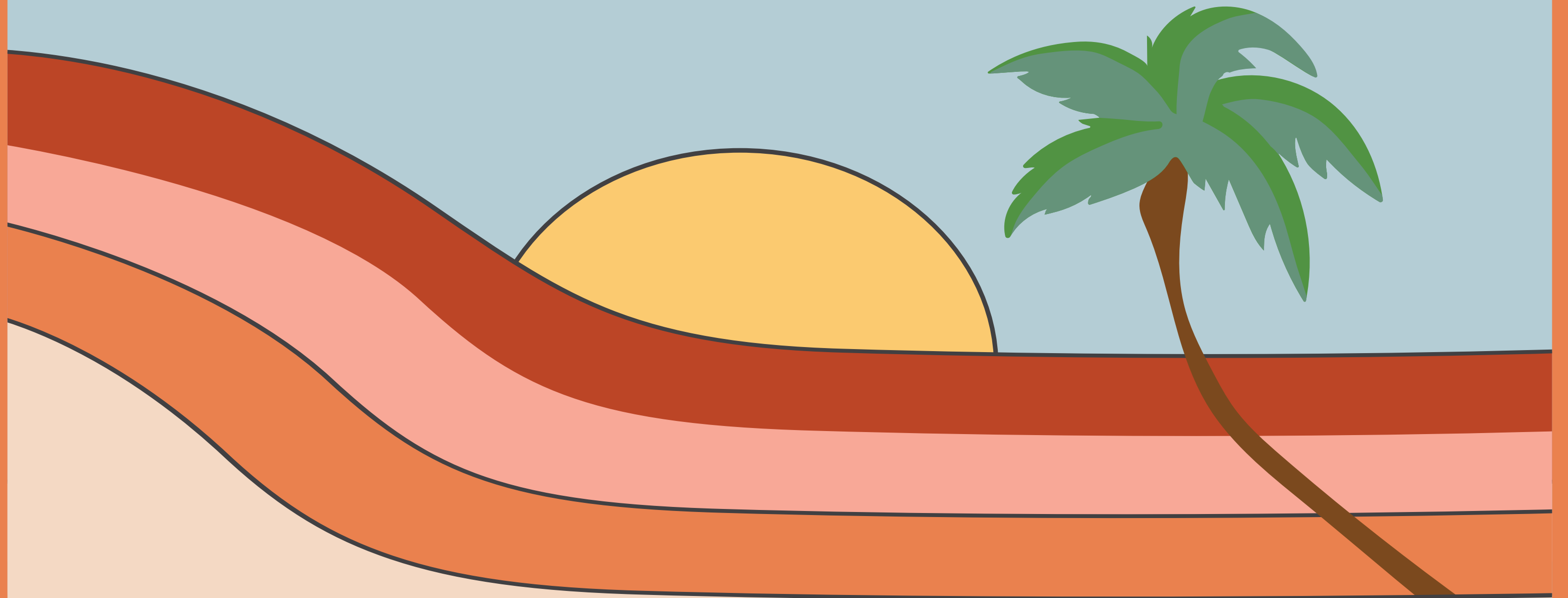
# PATCH POSTERS

Adorn your walls or your mood boards with our patch art.

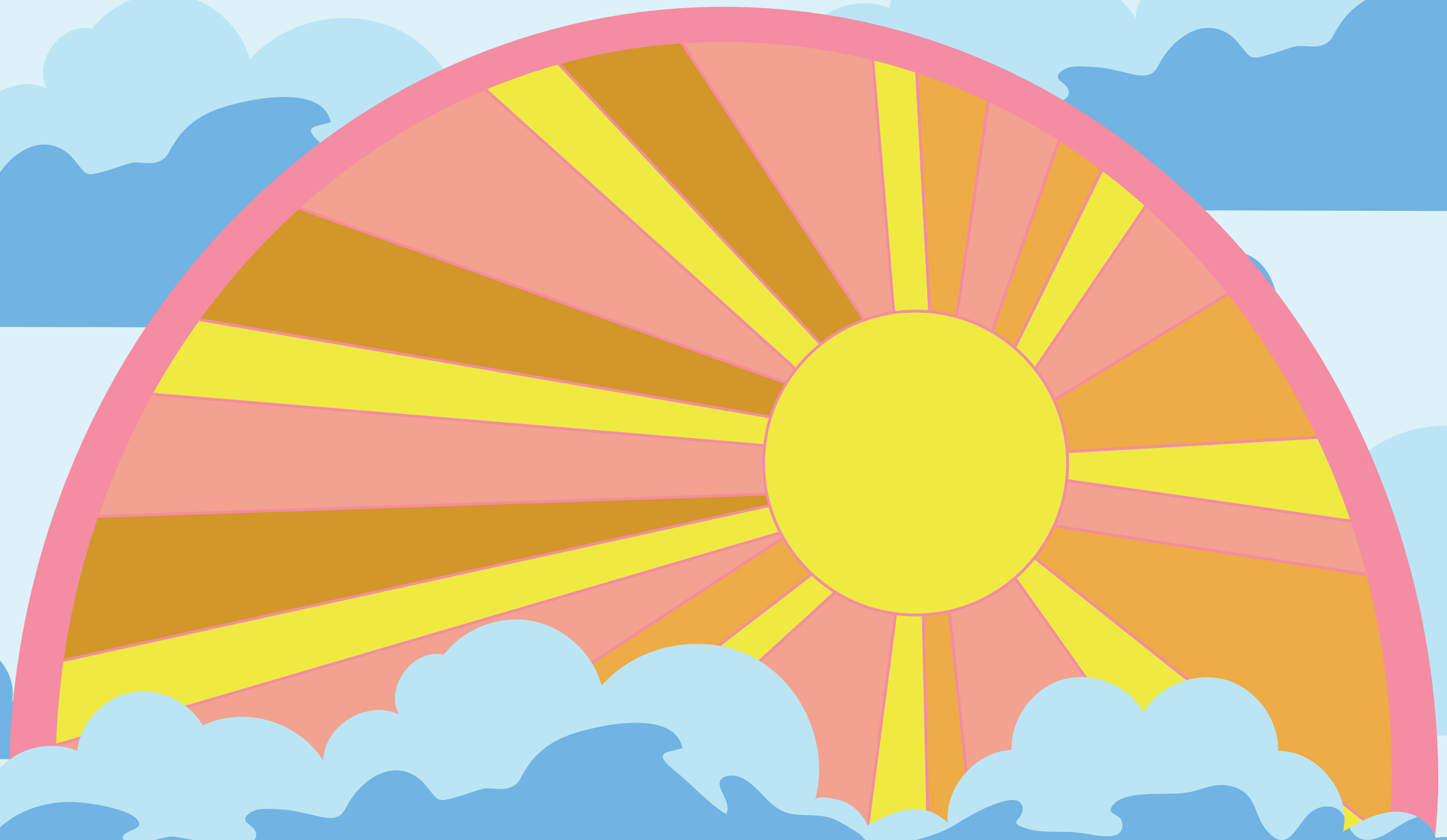
Positive messages to brighten your day.

*With love from Byron Bay xx*

Lets Create

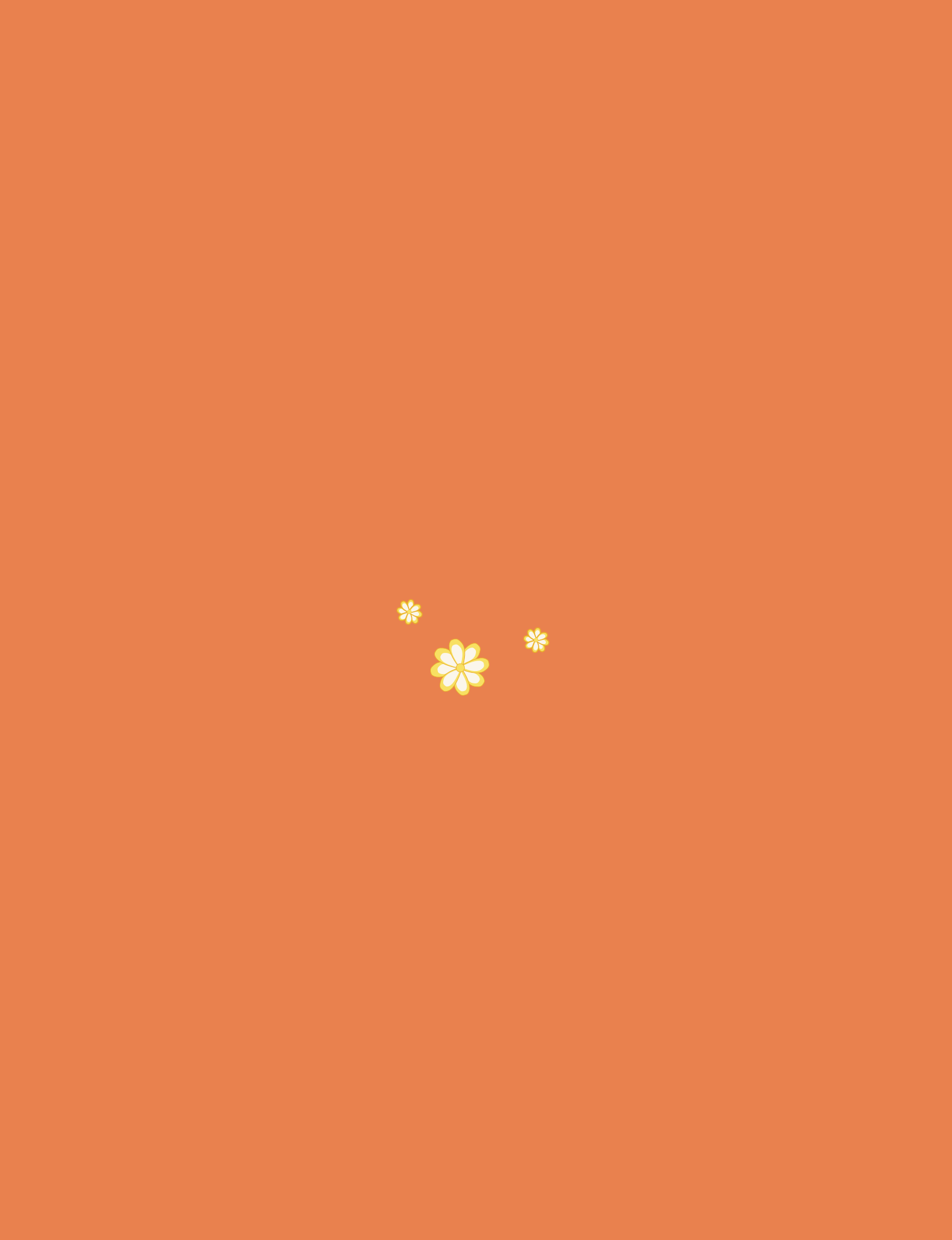


Paradise



*Under the Same Sun*

















PHOTOGRAPHER Brydie Mack  
MUSES Susanna Oinonen & Holly Brown  
STYLING Isabella Pennefather & Torah Henry  
VIDEOGRAPHER Amadeus Bell-Todd  
HAIR + MAKEUP Ashlea Penfold  
LIGHTING Andrew Hobbs  
PRODUCTION Mel Carrero  
PRODUCTION ASSISTANT Sera J. Wright

*A big thank you to Visit Tenterfield*



# Cast Your Magic To The Earth

*Ella Noah Bancroft and Kirilly Dawn gardening at the Hungry Earth Agroecology patch.*

Words by Ella Noah Bancroft

I grew up knowing my magic. My mother, a proud Bundjalung artist, spent her days in our inner city home flinging paint on the canvases that hung from our walls, depicting the living landscapes of our Country, the Bundjalung Nation. Her studio was our home and our home was her studio. Exposure at such a young age of creation stories and the aliveness of the natural world shaped my belief system of how I walked through the world.

My mother always painted the trees, the mountains and the rivers with their breathing. She painted them pulsing with life. She taught me from a young age that a tree is not just green, it's purple, blue, yellow and brown. That the world was multidimensional and to trust that magic sometimes didn't make sense to the majority of the Australian population.

At the age of five she moved me and my older brother off Gadigal land where we were both born, and back up north onto Country. We got to see, feel and

experience our ancestral lands. It connected me to the river system of our area and to my family, it introduced me to off-grid living (before it was trendy) and connected me to my ancestors whose bones nourish the soil.

I now live in Byron Bay with my mother close by. A returning to homelands and a returning to responsibility. I am a mixed heritage Indigenous woman from this land, the DNA strands of my ancestors dance in my veins, as they once danced in ceremony across the northern NSW landscape - Bundjalung Country.

My connection to Country is something I wish for all people. A return to the garden, a deeper understanding of our relationship to the plant world and most importantly to see that there is no separation between us and "nature". I have a background in horticulture (specialising in Bush Foods) and permaculture. I have spent most of my life embarking on the adventure of unlearning, rewilding and connecting to other ancient cultures to understand my own more deeply. And all



of them tell me the same thing, "deepen your relationship with the natural world, learn to feel it, spend time within it, and grow aside it."

I see the world through a European and Indigenous lens. I see life as training for Eldership. When making choices in my life I think of two things "are these the stories I want to tell my children when I'm an Elder?" and "will this make the world a better place for my unborn daughter?". I recognise my deep privilege of connection as the most important part of me. I see success as those who are connected, who are grounded and who are aware that we are part of nature, not apart from nature.

The love I feel for the natural world is similar to the love I feel for my family. The relationship I maintain is similar to that of my family, that even though some times are tough, the magic of knowing I belong keeps me coming back. I talk to the trees and animals around me. Some might call this insanity, others call it Animism - the belief that objects, places and creatures all possess a distinct spiritual essence, one that is connected and can communicate to the world around



us. As a woman I feel it is my purpose to reclaim my magic through maintaining my relationship with the natural world. Time and time again history has shown me how women from all over the world have been severed from the land. We've been disconnected from nature and her cycles and this disconnect has a deep correlation with the health of our women globally, and the health of the planet. I am a passionate feminist, but feminism looks different for everyone depending on their belief system. There is no doubt in my mind that living closely and more respectfully with nature is going to be the number one key to the wellness of our planet and the people who occupy it.

I would love to gather all the women around the world and ask them, why don't we spend our days in each other's garden? Spend time in the sun, with the soil between our fingers and stop meeting in cafés, restaurants and on shopping adventures? Why don't we reinvest in our Earth and do it while doing what we do best, talking, connecting and celebrating each other. The plants around us have an in-depth understanding of this planet, and for all our time here on this planet we have evolved together. Now I believe we must return our hands to the soil, our minds to quiet rest, and our bodies to listening deeply.

When I had my own journey of reconnecting back to the land, I started to understand that it was my purpose to also assist others in their reconnection. Plants and animals speak a different language just like our human brothers and sisters across the sea, learning a new language is not easy but if you stick with it for this lifetime, you and your children, or friends' children, will feel and notice the rewards of deeper communication and respect.

The natural world is speaking. It's asking us "will you be in relation?". Like any relationship you have to continue to show up, make the time, do the work and connect how it feels right in your body.

I want to take this opportunity to talk about the deep respect and important work of Hungry Earth Agroecology. This patch which I have the great pleasure volunteering at is a biodiverse, rich food patch that mimics nature. The patch endeavors to pair primary-production with ecological regeneration, whilst feeding and engaging the community. This patch is a shining example of what can happen when we work with nature together. Together is the key here. It's important to understand that permaculture is just Indigenous farming practices placed into a modernised concept. We all have a responsibility to this planet, but more importantly to those who will come after us.

These concepts are not new, they are how my ancestors treated the Earth; how they walked through the world. I truly believe that if we want to fight climate change and global environmental issues we



must all start learning from Indigenous perspectives, belief systems and actions in our lives. It was the western belief system that kept me blind, kept me believing that we are somehow separate from nature. We are not. We are nature and the continual denial of our right to be connected is the continuation of colonisation and capitalism that is destroying our world.

The issues we are facing globally right now are due to a massive belief system that has been adopted around the concept that humans are somehow on top of the natural world, that there is a hierarchy and we sit at the top of the pyramid. These belief systems are what allow us to continue to cut down trees, mine the Earth, poison the riverways and take the homes of many of our more than human kin.

So again I come back to my two questions: "are these the stories I want to tell my children when I'm an Elder?" and "will this make the world a better place for my unborn daughter?".

*What kind of Elder do you want to be?*





*To be circular is to ebb and flow with the endless cycles of creation...*

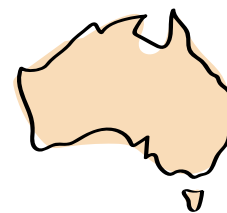
# Reduce · Reuse Repair · Recycle

Living sustainably doesn't have to mean living without. We can reduce our reliance on resources, energy and consumption, and therefore our impact, in creative and innovative ways. The fashion industry draws on an enormous amount of resources each year including water, energy, agricultural land, fossil fuels and animals. Given the reality of our planet's finite resources, the old linear business model of take » make » waste is no longer a valid model, and let's face it, it never was! Sister to Sister, our new rental platform powered by Glam Corner brings a new way to share the love for Spell and participate in the circular revolution.

When you consider a garment's impact, one of the most significant impacts happens at the garment's 'end of life', how and when it is discarded. But what we know about the Spell community is a Spell garment may have many reincarnations before it reaches its last breath. It may be bought or swapped any number of times, or adjusted and upcycled or donated. Through ongoing surveys you tell us how Spell garments are reincarnated when you're ready to let them go: resell (59%), upcycle (7%), pass onto a friend (26%) and/or donate the garments they no longer wear (11%).

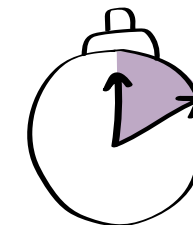
### Did you know:

In 1 year the average Australian woman...



Buys **27kg** of new clothing  
 Throws away **23kg** of clothing  
 Wears only **33%** of her wardrobe

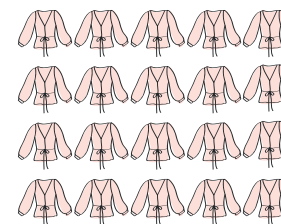
Collectively approximately **6,000kg** of clothes get thrown out every **10 minutes** by Australians



Rental Footprint



Traditional Retail Footprint



vs.

A well-made designer dress can be worn up to **20-30 times** and still be in as new condition



That means:  
**36,000kg** per hour  
**864,000kg** per day  
**6,048,000 kg** per week  
**25,920,000 kg** per month  
**311,040,000 kg** per week

Together be we can part of the circular fashion revolution.  
[spell.glamcorner.com.au](http://spell.glamcorner.com.au)



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enquiries@spell.co

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