

SPELL



Escape To Paradise

P+P JOURNALS | VOLUME THREE

Editors Note

A hot and sticky family of five, we arrive at Denpasar airport. Immigration to our left and a hoard of drivers shouting ‘Taxi?! Taxi?!’ to our right, it was that organised chaos that Bali does so well. We find our driver, holding a hand-written ‘ABEGG FAMILY’ sign and he ushers us kindly to his waiting vehicle. Indi and Looshy beam with the excitement of being in a new country, but I can see they’re weary and thirsty. Our refillable water bottles are empty, and I think ‘I’m going to have to bite the bullet and buy some water’. As though reading my mind the driver smiles and hands us four bottles of water – all glass. This is the new Bali, since banning single use plastic bags in July 2019, there has been a shift in the collective culture and attitude toward single use plastic. It’s only a minor shift, but it’s definitely noticeable.

One of the most incredible aspects to this country-wide plastic bag ban was that it was initiated by two girls, Mahati and Isabel who launched the ‘Bye Bye Plastic Bags’ campaign in 2013 when they were just 12 and 10 years old! We interviewed the girls for this issue and hearing more about their campaign buoys my spirits, especially in the wake of the recent Global Climate Strikes initiated by teen activist Greta Thunberg – could it be that change is coming? With young people leading the charge no doubt!

During our two-week stay in Bali we noticed little beacons of change; Inside the airport there is a huge sculpture of an ocean wave made entirely from plastic bottles, bottle tops and plastic bags, an artist

collaboration between Denpasar Duty Free and Bye Bye Plastic Bags. Plastic straws, bottles and bags were few and far between at our accommodation around the island, even the waterpark we visited in Kuta was certified Carbon Neutral and boasted an ongoing commitment to sustainability, with 50% of the park being green-space made of indigenous plant species, as well as waste reduction systems in place like bamboo cutlery and composting and recycling bins! It was the antithesis of what I’d experienced at big theme parks elsewhere in the world.

Travel is a huge part of our brand. The nomadic aspect of being able to work from anywhere/anytime has always appealed to me, not to mention the creative energy that comes with stepping out of your routine. Our design process is a manifestation of the places we visit and the people we encounter on our travels around the world – and Spell wouldn’t be Spell without that sense of wanderlust. In this issue we talk about travel and share what we know about travelling more consciously. We take you further along our sustainability journey, from our preferred fibres to an exciting reinvention of dead-stock. We share some on-set sneak peeks shooting our of our most sustainable collection to date and all the while, we explore how returning to nature – whether it be by travelling this beautiful planet or finding a little piece of natural paradise close to home, we can all be inspired to walk a little lighter.

Elizabeth Abegg xx



Profile

Bye Bye Plastic Bags

In 2019 Bali shocked the world and banned single use plastic bags, Styrofoam, and plastic straws. This is a huge step forward for Indonesia, which has been ranked as the second largest contributor of marine plastic pollution in the world.

We spoke to Melawati and Isabel – the two young sisters that created this change, to hear their inspiring story behind the movement.

Plastic Bag In The Ocean, 2014 STOKSY Opposite: Melati and Isabel, 2019 WORLD OF MARIE



What inspired you to start BBPB?

We had a lesson in class about impactful world leaders and change-makers, such as Nelson Mandela, Martin Luther King, Lady Diana, and others. We were 10 and 12 at the time. We went home that day thinking about what we can do living on the island of Bali as kids that will make a difference. What can we do right now?

What is your vision?

We hope that Bali will connect with its roots, we hope the people living and coming here will stay in harmony with the natural world. We believe in a Bali that is free of plastic pollution. We also envision a world where more youth are taking action and standing up for what they believe in.

What is the biggest challenge you face?

It's been a challenge to understand the complexities within government systems. We don't want to be dragged into political issues, but it's part of the process. We call it dancing with the politicians. Sometimes it feels like one step forward and then two steps back. It takes time and work to create relationships that will result in long term commitment from all levels of society: team, local authorities, national government, partners etc.

Tell us about some of the projects you have created:

One Island One Voice – This campaign started as a sticker campaign to highlight the shops, restaurants, and hotels that were plastic bag free. One Island One Voice has grown into an alliance of all of those on the island who support our mission to ban plastic bags. In February 2017, organizations and individuals from all over Bali came together to participate in Bali's biggest beach clean up. We mobilized 12,000 people over 55 different locations around Bali to clean-up 43 tonnes of trash in one day.

Mountain Mamas Social Enterprise Project: Making Alternative Bags in the Mountains – Desa Wanagiri Kauh lies at the base of Batu Karu in Bali and has always been a special place for us. In 2017, BBPB committed to starting a social enterprise project with the women from the village. The women will be making alternative bags using collected and donated cloth materials, such as old hotel sheets, clothes, etc. The bags will be sold across Bali retailers.

River Booms – We have partnered with the Ocean Recovery Alliance and the Global Alert Project to build river booms in several of Bali's southern river mouths. River booms collect trash that would otherwise flow into the ocean or get stuck on the coastline. Data is then collected on what is flowing through the river mouths and uploaded to the Global Alert database, which is a phone app and desktop application to track trash hot spots. With photos and locations of the bigger areas, we can then use this to guide clean-ups, and talk to officials or other sponsors to help us prevent this from happening in the future.

BBPB has grown far beyond Bali now. In 2016, BBPB launched their first team outside of Bali and in 2018 we have nearly 20 teams outside of Bali with the same mission to ban plastic bags.

What is your message/advice for the youth?

Find that one thing that you are passionate about, and go for it. Focus on a realistic target and have fun with it, don't let anyone tell you you're too young or you don't understand. It won't be easy, but it will be worth it! And remember... us kids may only be 25% of the world's population, but we are 100% of the future. GO FOR IT!

Visit www.byebyeplasticbags.org to find out more



People + Planet

Introducing Spell Renew Reimagining Deadstock

In the fashion industry there's a term for the left-over fabric sitting in factories at the end of producing a collection. It's called 'dead stock' and from an environmental point of view, brands are faced with a bit of an ethical dilemma on what to do with it.

Deadstock may be fabric that was rejected due to colour and quality control, or offcuts left over after the pattern has been cut from the roll of fabric. Though we work very hard on clever, waste-efficient fabric consumption and print placement to minimise the deadstock we have on hand, some wastage is unavoidable.

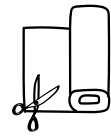
It's quite customary for factories or brands to send deadstock to landfill, or worse, incinerate it (which releases harmful chemicals into the atmosphere). We've always vowed never to allow our factories to incinerate or land fill our unused fabric, this took quite a bit of convincing but we're lucky to have great relationships with our factories, and in good faith, they agreed to hold onto it for us.

Finally, after years of collecting and months of meticulous patchworking, we're very excited to introduce - Spell Renew; Deadstock reimagined!

To give our archived 'unicorn' fabric a chance at new life we have to purchase the unused fabric stock from our factory. We've already started to use this fabric for special little creations like our Spell scrunchies and eye masks but we wanted Spell Renew to be bigger than that, we wanted to breathe new life into these gorgeous archival prints. We wanted to create something new and exciting, something one-off and covetable - something our community would truly love. We hope you love Spell Renew, what it stands for and of course the harmonious coming together of #vintagespell prints!

Spell Renew coming in late November - early December 2019.

What is deadstock?



Excess fabric that is leftover from the production of garments.

What usually happens to deadstock?



It is often incinerated or put into landfill.

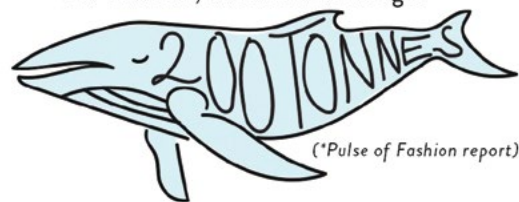
Impact of waste in fashion

Fashion generates **4%** of the world's waste each year - a whopping

92 million tonnes



For context, a blue whale weighs



(*Pulse of Fashion report)



Less than **1%** of materials used to produce clothing is recycled into new clothing

(*A New Textiles Economy)



12.8 million tonnes

of clothing is sent to landfills annually
(*Environment Protection Agency)



Nearly three-fifths or **60%** of all clothing produced, ends up in incinerators or landfills within one year of being made

(*McKinsey 2016)



Spell Travel

7 Tips To Travel A Little Lighter

We chatted to Lex Weinstein, a conscious traveller with a wealth of experience from a life well lived on the road and of course, in the ocean.

1. Be aware of your footprint

Travel as though you have to carry all your trash home with you. Come prepared – make sure to pack reusable bags, a water bottle, takeaway containers, coffee mug, cutlery, and reusable straws. It sounds obnoxious and totally insane, but so is the fact that the plastic we use for a matter of minutes can take 1,000 years to decompose. Your great, great, grandchildren will thank you!!

Have energy awareness – picking up trash, opening doors for people, being extra patient, smiling... these little things make a huge impact on the energy you bring to a space. Are you flustered or rushed, unaware or entitled? Make sure you take responsibility for the energy you carry with you.

Be aware of your digital footprint – influencers, are you drawing attention to an area/community that can truly facilitate a sudden spike in popularity? Social media is an amazing tool for connection and sharing, but are you asking before you take photos when appropriate? Are you geotagging sacred/secret spots, or honoring the space with authentic intention? How are you expressing gratitude to the people that facilitate you ticking boxes off your bucket list, when they themselves may not have had the privilege of that dream? Feel free to ask your gut, the locals, the land, and the energy that

minds it – how you can be of service. The message will be answered with more clarity than you might expect.

2. Be aware of your intentions

Before going – ask yourself, “why do I want to go?” Is it to discover and learn, or because ‘travel represents freedom’ according to new social standards? Check your ego before boarding the plane, make sure it’s serving you and not the other way around. Cool photos and ‘likes’ can actually steer you towards more insecurity and away from the present moment, but authenticity on the road will always prove to be a loyal compass.

While there – again, ask yourself, “Am I giving as much as I’m receiving? Am I leaving this place better than I found it?” Sometimes, we give back out of guilt or because we feel we should. Other times, unconsciously, we want to help but end up imposing our way of doing things on others because we assume we know best. Be aware of these common missteps. Instead, find something that interests you and offer your strengths. In doing so, make humility your travel companion and listen more than you speak. Just ask! Provide an extra set of hands where needed and take direction with grace. Using travel as an opportunity to be of service and grow, self educate, listen, and express gratitude can create a powerful and transformative experience for everyone involved.





"Check your ego before boarding the plane, make sure it's serving you and not the other way around. Cool photos and 'likes' can actually steer you towards more insecurity and away from the present moment, but authenticity on the road will always prove to be a loyal compass."



3. Stay on a farm instead of a hotel

Spend little to no money on accommodation while contributing to a community's local ecosystem, connecting with the land, learning how to grow food, eating from the garden, meeting new people and getting local knowledge of the area.

Airbnb can be a grassroots go-to, but it's also ruining communities. In almost every place I've visited this year, locals are being pushed out of their homes as the competitive rates of vacation rentals skyrocket. Try WOOF, GrowFood.org, Work Away, or ask friends! You never know.

4. Shop at second-hand book stores, flea markets, and op shops

You can score one of a kind pieces and learn so much about a community by rummaging through their unwanted items (aka your treasures)!

Read books about the history of the place you're visiting while being immersed in the scenery, language, and cuisine. Understanding the cultural context of an area can cultivate an understanding of the people and add depth to your connection.

5. Eat smart

Support cafes and restaurants that source local produce, get snacks from fruit stands or farmer's markets, and take advantage of the bulk section at the grocery store for nuts, dried fruit, granola, etc.

6. Power down and prioritize

Designate tech-free time (and stick to it).

Allow gaps in your itinerary for authentic moments. Make time for people that might push you off schedule. The spontaneous events that fill in between plans often end up being trip highlights.

Do regular gut checks and deep breath pauses to assist in the overwhelming amount of decision making needed when traveling.

Keep a journal and document even the most seemingly insignificant moments. It will help you appreciate the small stuff and you will be shocked at how fun and not boring it is to read through when you're back at home in your normal grind!

7. Embrace silence and stillness

Spend time alone – listen to the sounds of the area, it provides a way of learning that sharpens perception and actually helps to retain memories. Plants, animals, and land speak, are we listening? Often we forget to pause to look up at the star filled sky. Communicate with the subtlety of nature and the forces around you by being still in its presence. Understanding ourselves and how we perceive nature allows us to better understand our impact, our needs, and our intentions.

Check our more from Lex at www.lexweinstein.com

Profile

Meet Tess Guinery: Mumma, Lover, Creator

Tess Guinery is the spirited artist behind the famous poetry book *Apricot Memoirs*, and more recently *The Moonflower Monologues*. She embodies sunshine and brings a vibrant energy to all that she does - whether it's painting, writing, watching the sunset, or raising her family - Tess inspires so many (us included!) to seek the rainbows in life, and live in awe of the beauty around us everyday.

Tell us about your journey as an artist - have you always painted and written poetry?

Where I stand now—as a woman, a wife, a mumma and a creative, looking back over my past experiences I see a common theme of creativity threaded throughout my life. My mum, a photographer and full-time creative, was (and is)—the most resourcefully creative woman I know. Growing up, there was never a day we didn't create or cook or craft or write or run wild in paint. Creativity was very much alive in my childhood and has continued on the forefront ever since.

My past creative journey as a graphic designer and dancer opened up worlds of abundant creativity, giving me the tools to express my soul's language freely at that particular time in my life, it's been the most incredible ride. About three years ago, after many years of creating in these particular expressions my soul began to stir and the artist in me began to surface and arise in different ways. I felt I needed to fly and create without the bounds of a client based brief, not obliging to a particular creative expression as career as such—but rather create from a place of exploration and improvisation without the need of an outcome—it was here, in this place I found something much like treasure—my artistic soul.

Over the past three years in this space of discovery, I've explored new things that I've never really done much of in the past—like writing poetry, dabbling in paint and more familiarly creating room and space for creativity to be a normal part of our family's everyday life. It's in the being, the doing, the dance, the stillness, the mundane, and everything in-between. I have loved the adventure that this discovery has brought.

I believe when we find our deepest and core purpose in life (beyond the things that we “do”), our expression will forever continue to change and grow (as do the seasons and expressions of life), yet core purpose will

forever remain. So wherever I find myself in life—my entire purpose is anchored, and from this place I will continue to create and live as an artist, improvising and using whatever medium that allows me to express within that time and season. I hope to explore it all! I like to see it all like running water, creativity is fluid—it's a part of all we do...

How do you carve out time to be creative whilst juggling twins and your little girl - Peach?

With a busy and growing family—nights are my open field, I use them well.

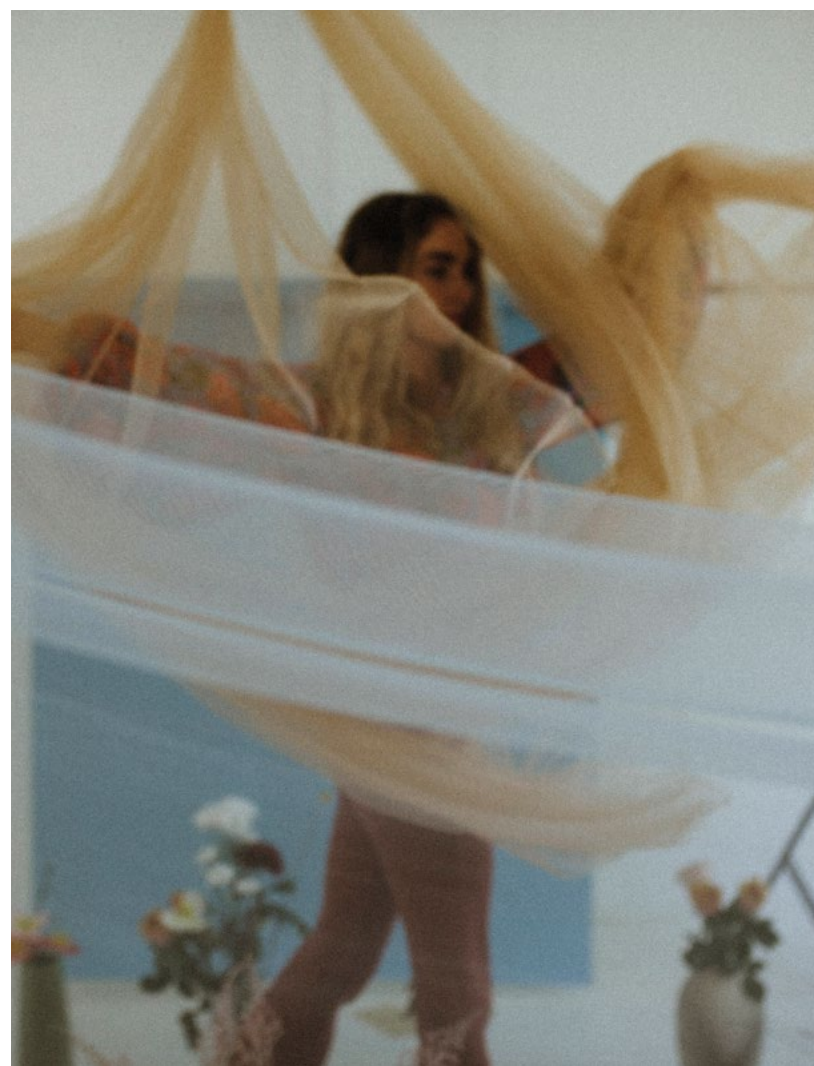
Another beautiful part of our little family dynamic is that Caleb does contract work in the film industry as a stuntman, so he can often get contract work doing long hours for three month stints but then get large pockets of time off where he is home a lot. When he's home for extended periods of time, he's beautifully very hands-on and it's here I can often take some time to create, because time allows for it. Rather than fighting against time or trying to create and squeeze in things when life doesn't allow for it, I've learnt to just flow with our unpredictable family rhythm, and somehow it works, creatively. I'm learning that there's never any lack when I trust in the beautiful timing of life—it's freeing, things always work out as they need and often better than I imagined (when I let go).

Tell us about the origins of your second book - Moonflower Monologues. What was the initial inspiration behind it?

The words started to dance at me in the middle of the night when the twins were about four months, mostly whilst I was breastfeeding in the silence of the night.

I didn't know when I was writing sounds on scrap paper (and notes in my phone) over winter 2018 all the way to summer 2019, that this too would become a book, not at all, until suddenly—it was. It began as a journal

Images supplied - photographer Isa Wymne-Hoelscher Kidd



of ideas, thoughts and internal questions that found themselves stringing together into the likes of poetry and prose.

The Moonflower Monologues and her words found me in all sorts of places, mostly inconvenient ones—at midnight in the winter feeds, the early summer mornings (when I was trying to get the extra shut eye in the newborn stage of twins), during the “come up for air” dusk walks alone, underneath piles of tears (trekking some of life’s more midnight moments) and in amongst conversations that found themselves going way too late into the night, with friends and family and him (my love), over violet coloured milk (whilst I begged my eyes to stay open, before laying my head to rest).

These milky soliloquies had some things to tell me and my heart was eager to listen—and when the suns mercy rose again and again and again, midnight after midnight, the words kept coming, and I wrote and wrote and wrote.

My process this round (in the early foundational stages) was much the same as The Apricot Memoirs, yet the final execution and body of the process was completely different. I ended up showing a hand full of very rough writing to a close friend who’s become a writing mentor to me (who also mentored me through The Apricot Memoirs), and she casually said “You have another book”. So we bantered together about the pieces whenever life would allow, it was very casual, and very playful—it was a beautiful little creative outlet after I’d put my three girls to bed each night... and after much play — I decided to send it to my beautiful editor in Germany and she replied crying saying “Tess! You have another book!” and together we further played with some the pieces over long international convos as they casually shaped into heart pieces. Then I sent it to my Manager and print-house, they read it all and replied eagerly and said “You have another book” and then I realised “I had another book!” It was birthed in a very unplanned matter (maybe intuitive), and mostly through the play of words and streams of expression—I’m really excited to share her, she’s very different to The Apricot Memoirs, she feels like sister but offers more

challenges and invitations for the reader to choose life’s harder roads, and bloom (again and again). A lot of tears are sewn into this one, where The Apricot Memoirs was more of a testimonial about LOVE and freedom and beauty. Both books are hope books, and that’s the part where they are the same. This book has required a lot more emotional steam, and I think you’ll feel the honesty in her pages.

What is the biggest lesson you’ve learnt through motherhood?

How little I know and how hugely the heart can love.

What are your favourite ways to unwind?

Can I respond in prose? Because this prose best describes my perfect wind-down—

When I say I need time alone, what I really mean is: I want to move all the furniture around and then move it all back. I want to paint something and leave the brushes to bristle all because I decided to go wash my hair. I’ll forget to take my multi-vs—I was busy trying on dresses. Suddenly, I’ll move every plant to the tiles in the sunroom, just to water them. The plants will make like a jungle at the front door because there was that book I once read, explaining the cycle of butterflies, so I’ll scavenge to find it, but in my hunt, I’ll find old photos—sleeping in nostalgia for what feels like ten minutes, suddenly it’s dusk. Dinner will be the last thing on my mind. I’ll likely throw a handful of vegetables into some batter and amidst the kitchen mess, I’ll pour some spanish wine while closing my eyes at the same time. I’ll light some candles, open all the windows, change the sheets, and fall asleep early because nothing excites me more.

When I say I need time alone, this is really what I mean.

Stay tuned for an exciting project we have been working on with Tess, that will make walking a little lighter even easier (and more beautiful, too!)

Images supplied #romocorany Isa Wynne-Hoelscher Kidd



Which prose are you most drawn to in this moment?

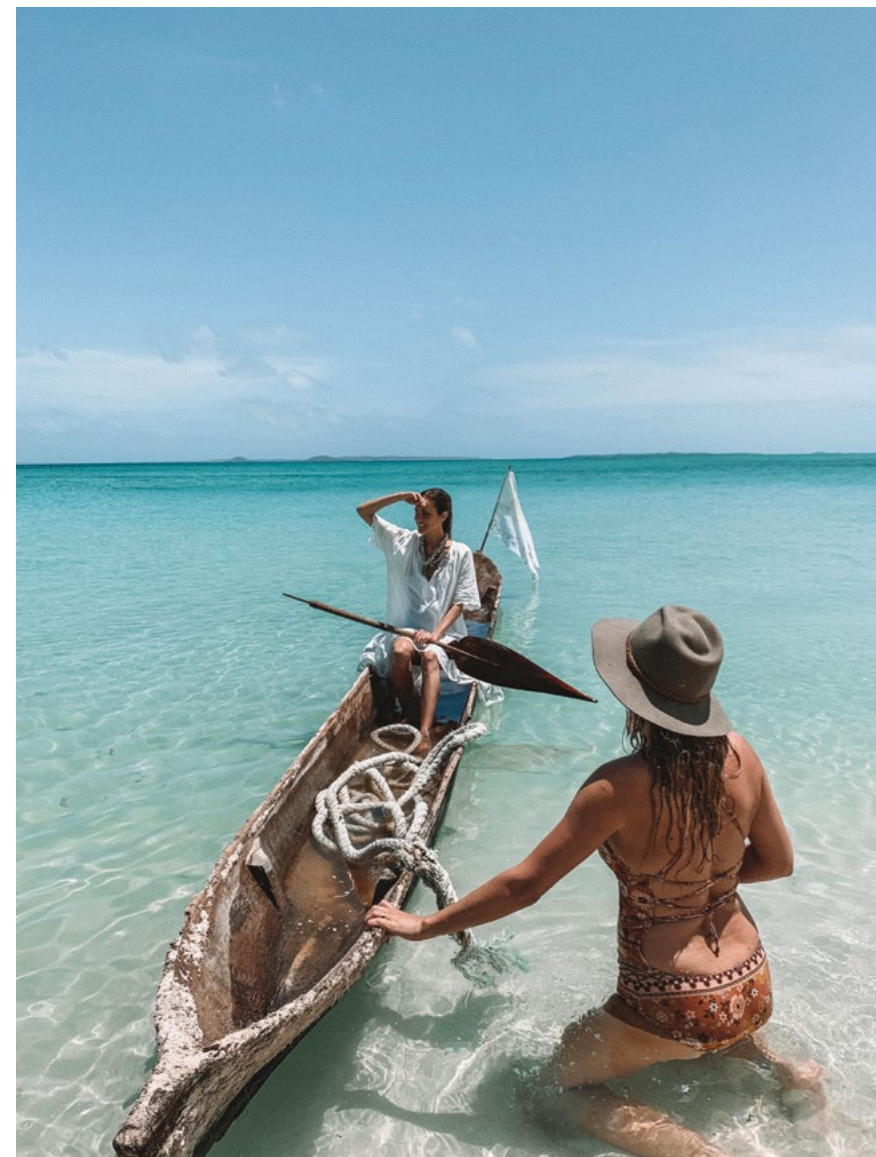
Take words,
weave looms—together,
in bona fide shades.

Have gravity.
Involve magnitude—
in love, beyond time, in essence.

Arrive sometimes with flowers
& cake
& words,
and know when it’s not cake—
& only whisky will do.

Cultivate and tend to your gardens.
Water the soil where you can safely fall,
be you—

Friendship.



Spelly on set keeping the canoe steady

Behind The Scenes

On Set With Isabel Lucas

Australian actress and activist Isabel Lucas is softly spoken, almost elflike with a delicate and endearing fragility, but don't be fooled, she is a force – and unapologetically steadfast in her commitment to the environment. Isabel has always inspired us with her intriguing duality, soft and angelic, yet powerful and strong.

Seashell is an ode to turquoise waters and sandy shores (and truth be told, a salve to our secret and burning desire to be marooned on a desert island with nothing but a message in a bottle to save us!). And so, we found ourselves on Haggerstone Island nestled far up north on the Great Barrier Reef, where just a single family have lived for 25 years, in hand-built huts, no running water, zero technology, much like Robinson Crusoe himself, away from the things of man. Knowing Isabel's compassion for marine life and her commitment to the environment, we told her about Seashell, and how it was our most sustainable collection to date – and she agreed to visit paradise with us as our muse. Between shots we chatted to Isabel about speaking your truth, travelling sustainably, and living from the heart.

Ash Penfold touching up Isabel's makeup



Our crew on location at Haggerstone Island



Tell us about your experience at Haggerstone Island shooting with us!

It felt like a dream. The island is a unique place in the Great Barrier Reef, a place where nature and ocean meet with abundance. It felt somehow untouched and the family we stayed with were so beautiful, full of generosity and joy. They made us feel warmly welcomed, it was such an authentic, magic experience. The weather and the beautiful designs spelled pure beauty. I loved the mermaid esque feel, the little shells and sea horses, and the shell jewellery. I felt grateful to be part of this experience.

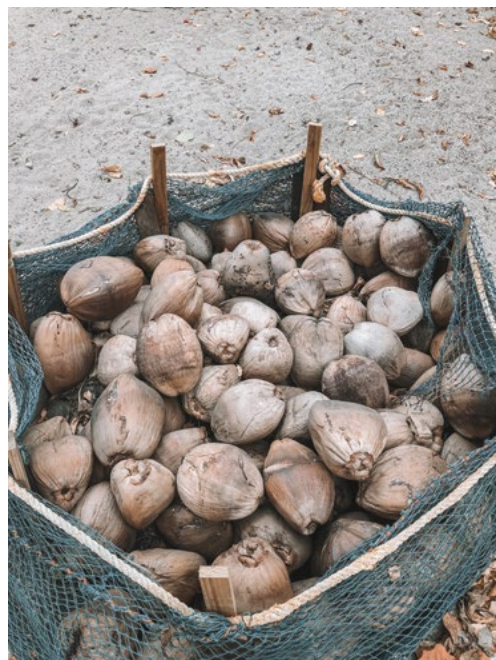
When we went away with you for our Climate Council retreat, we chatted about how we really saw you as one of the first Australian actresses to speak out about climate change all those years ago. What drove you to have a voice in this space?

What drove me then and now is an awareness that if we are in heart consciousness, we treat the earth and others with a conscience and we care and therefore we inevitably see the effects of a balanced thriving supportive world. Unfortunately we have had a largely patriarchal history with misogynistic figures in authority, making the big decisions, with little care for the greater whole, for women, animals, and nature. The time is now, we need to change this which means the gentle ones in the background, the true leaders, need to stand forth to alter the system. If we don't, the science shows us a horrendous globally bleak reality.

Growing up, I had the poster on my wall quoting the wise native Indian chief, which sums up a large part of our history.

"Once the last tree is cut down, the last fish eaten, and the last stream poisoned, man will realize he cannot eat money."

Cree Indian Proverb



Island coconuts





Jamie Green getting the shot



Our transport to and from the island



Why is it important for someone with a platform to talk about it?

In Audre Lorde's words, "And at last you'll know with surpassing certainty that only one thing is more frightening than speaking your truth. And that is not speaking." On any account, it's important we always speak what we are passionate about. Personally it's important because of the urgency of the situation. As a child I remember having reoccurring nightmarish dreams and visions, I'd wake up in tears. I sensed the looming catastrophe then. It's not bogus, but it's also not too late. I love how Martin Luther puts it, "Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree." The time is now, metaphorically, to turn the ship.

How do you incorporate escaping or travel with work into your life, sustainably?

That's a great question because there's an immense amount of resources involved to allow us to travel the globe. Years ago I already learnt how to offset all my flight travel. I request hybrid car transport (and drive a small hybrid car). I bring a keep cup in flights, glass water bottle and beeswax wraps to alleviate wastage. If I'm filming for extended times I bring my mini Kangen water filter. I can screw it onto the hotel or apartment taps and therefore cut out any plastic bottle usage. It seemed like a hassle at first but not anymore, it's slick and easy!

How do you choose to work on projects?

I choose by listening to my body. I literally get a yes or no. nine times out of ten my intuition is right and I've learnt to trust this now.

Have you seen the fashion and film industry change at all recently?

Yes, it's very encouraging! I'm seeing epic, artistic, conscious creations imbued with authenticity, recycled plastic or wood pulp fabrics, and so much more certified organic fabrics - cotton, hemp, linen, silk! Closed loop nylon, such creative, such innovative, elegant thinking. Fashion has been one of the largest polluters, but conscious creative designers have the opportunity to become one of the greatest leaders for applying solutions.

What is your hope for 2020?

I hope to keep seeing an even brighter future, one that cares for the planet, for each other, our children's children and every living thing on this planet. Where we have a healthy marine life, forests, eco-systems, clean water and air, an abundance of all species and an underlying respect for the well being of others.

What is next for you?

I'm shooting a film soon, early 2020, I'm preparing for this at the moment.

SEASHELL

SPELL NOVEMBER '19 - JANUARY '20 COLLECTION

PHOTOGRAPHER Jamie Green
MUSE Isabel Lucas













PHOTOGRAPHER Jamie Green
MUSE Isabel Lucas
STYLING Isabella Pennefather + Lisa Smith
VIDEOGRAPHER Amadeus Bell-Todd
HAIR + MAKEUP Ashlea Penfold
SET STYLING Lucy Ewing
PRODUCTION Mel Carrero
A big thank you to our location, Haggerstone Island

People + Planet

Celebrating Our Most Sustainable Collection EVER

We're so proud to introduce SEASHELL, not only because it's one of our dreamiest collections ever (little shells and mermaids and those peach and turquoise pastel tones, hello?!) but because the collection is created from 76% preferred fibres, taking us closer than ever towards our 2025 sustainability goals.



Our organic cotton factory, Peru, 2018 DOM SULLIVAN

Feel-good fashion all begins with fibres

Our fibre goals are always twofold. First – select fabrics mindfully, that minimise harm to the planet in their creation. Second – choose fabrics that are durable so the finished garment stands the test of time. Sometimes these two goals can coexist in one garment, and other times the choice between longevity and a super sustainable fibre is harder to find!

Our Seashell Story

We've used a mix of conventional cotton and organic cotton across this collection. For us, these decisions are not made lightly, especially now that we're measuring the percentage of preferred fibres used for each collection, and when it comes to cotton, we usually prefer organic. For this particularly light and floating cotton, we found the organic weave wasn't performing as well as the conventional in terms of durability, so we returned to conventional cotton for this story. We wanted to be transparent about the challenges we face when developing our fabrics. Happily, organic cotton was used in other styles throughout the collection.



Trash in A Tropical Island, 2018 STOCKSY

Recycled Polyester

In a world where we're literally drowning in plastic (did you know 'single use' was named 'word of the year' by the Oxford dictionary in 2018?!) it's vital for all industries to find ways to re-use the plastic that's already on this earth – I mean, where else are we going to put it? With this crisis in mind, part of our sustainability strategy is to consider the circular aspects of the materials we use, in this case, synthetic fibres made from regenerated materials like plastic bottles, nylon waste like fishing nets pulled from the ocean and pre and post-consumer waste etc – and how in doing so, we can become part of the solution.

Since May 2019, your favourite Spell intimates have been created with recycled polyester. This means diverting synthetic waste from landfill and repurposing it into your underwear! How incredible is that? Our intimates never felt so good!

Keep an eye on our blog for an in depth look at the more complex issues around using synthetics in the textiles industry, the impacts of micro fibres on our oceans and what's next when it comes to innovation in this space.



Our Coco Lei Story
Is Proudly Made In
LENZING™ ECOVERO™

Conventional cellulose fibres (like viscose and rayon) are potentially sourced from ancient endangered forests and then turned into fibres using chemical intensive processing. We've worked with our fabric specialists to weave an environmentally friendly alternative: LENZING™ ECOVERO™ - a fibre made from responsibly harvested trees and processed in a close loop system. You'll find it in our Coco Lei story, it's floaty, has a beautiful drape and dreamy hand-feel. What's not to love?!



Sourced from sustainably harvested renewable wood from certified forests



Produced in an innovative way resulting in minimal waste

Travel A Little Lighter

Ok so first thing's first, when you can, try to offset your flight - ticking the 'offset your flight' box is a fast efficient way to do it. You can also choose to offset other chapters of your journey (perhaps long car trips, bus trips, or accomm you stay at that isn't particularly eco-friendly...) you can check offset providers like Climate Friendly, or the Gold Standard, National Carbon Offset Standard... the provider you choose depends on your values and priorities.

Below are a few of our go to items when it comes to walking a little lighter when we travel.



Clockwise from top left: Reusable calico bags as packing capsules. Water3 reusable water bottle. Pottery For The Planet keep cup. Aveda hairbrush. Noosa Basics dental floss. Beeswax wraps. Seed & Sprout metal straw set and silicon pouch. Reusable cutlery set. Feel Good Inc sunscreen. Beauty and The Bees shampoo and conditioner bars. Avasol zinc stick. Clear toiletries case for security scans. Bybi Babe Balm. Bamboo toothbrush. RMS concealer and lip tint. Salt glossy hair oil. Living libations oil cleanser and rose mist. Tatcha cleaning oil.

Introducing Spell X Lisa Danielle

Lisa's Summer Travel Diary



Sicily

Stay:
Cefalu, in a little apartment overlooking the beach

The most incredible Beach:
Scopello

Shop:
Donna Pidda in Cefalu for handmade jewellery
Palermo City for Sicilian ceramics

Eat:
Make your own fresh salads and seafood and bask by the sea

Explore:
Scala Dei Turchi - natural limestone stairs on a cliff on the ocean!



When we began exploring the idea of collaborating with long time style-muse Lisa Danielle, we wanted to create a capsule 'jetsetter' collection that would have you covered next time you're packing your bags. As a seasoned globetrotter and the queen of travelling cute-but-comfortable, we knew she'd be the perfect expert to design such a capsule.

With a thread of wanderlust woven through the entire creative process and right through to the campaign, Lisa set off on a European journey, taking each piece to a place she adores along the way, wearing and shooting as she went.

Looking for an itinerary for next European Summer vacation... check out our Spell x Lisa Danielle collab for inspo!



Paris

Stay:
Le Marais District

Eat:
Pink Mamma

Shop:
Valois Vintage (designer vintage store) and
Le Bon Marché (department store)

Best Picnic Food:
Maison Plisson

Best Place to Picnic:
Jardin De Tuileries



Tuscany

Stay:
Villa Mangiacane

Visit:
Hot Springs - Bagni San Filippo or Cascate del Mulino

Frolic:
In all of the sunflower fields that are spread all over the countryside!

Best Wine Region:
Chianti

Hidden Gem:
A little town called Orvieto



SPELL

Mallorca

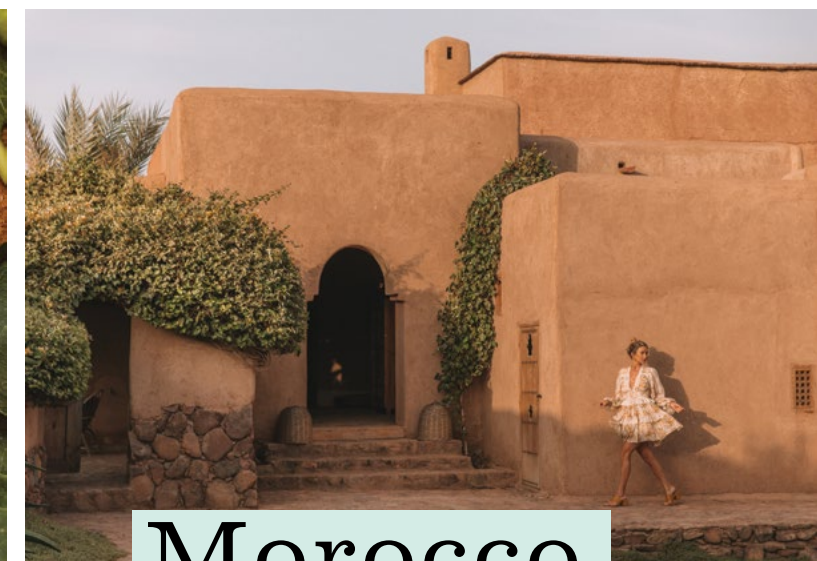
- Stay:** Cala Figuera and Deià
- Best Beaches:** Cala Almonias and Caló Des Moro
- Most Beautiful Towns:** Deià and Valdemossa
- Shopping:** Explore the boutiques in the city of Palma
- Eat:** Canatoneta, Spot, Cala Deià, Es Taller

Puglia

- Stay:** In an apartment in Polignano De Mare or in a Masseria in Ostuni
- Visit:** Alberobello - famous for the traditional Trulli Houses
- Shop:** Grottaglie - known as the 'Ceramic Town'
- Eat:** Fresh seafood pasta, gelato and their local coffee special - coffee with lemon sorbet!
- Explore:** The beautiful white cobblestone alleyways of Monopoli

Morocco

- Stay:** Berber Lodge and Riad Berbere
- Shop:** Lahandira - for antique moroccan rugs
LRNCE for unique ceramics & homewares
- Eat:** Cafe Nomad, La Famille and El Fenn
- Explore:** Go on a luxury desert camp in the Sahara Desert
- Embrace:** Sit with the locals, drink mint tea and talk religion and culture. Get lost in the souks of the medina and embrace the smells (good and bad), this city is truly ancient and that's what makes it so special!



#SpellTravel

Say Hello!
enquiries@spell.co

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ESCAPE TO PARADISE

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