

# SPELL



## Meet The Makers

P+P JOURNALS | VOLUME TWO | MAY 2019

# Why, Hello There!

We have now entered the fourth year of our sustainability journey. What started as an emboldened mission to trace our supply chain and begin implementing sustainable fibres into our collections, has become a business-wide quest to always operate with people and planet at the forefront of our minds. Today, sustainability is at the core of every decision we make, every day we ask 'are we walking lighter? Is this a force for good? Will it drive change?'

It's a funny thing to be on a journey that, technically speaking, has no end. It's not like we'll get to some end point and 'boom!' we're sustainable. But we are finding much purpose in measuring our impact and in doing so, challenging ourselves to continually better the way we do things.

After analysing our goals vs performance over the past year we've released our latest impact report (you'll see an overview on the next page) – which celebrates our achievements and also highlights areas where we need to focus our resources in the coming year. These results hold us accountable to our 2025 sustainability targets, and also allow you guys to see where we're at and where we're going.

In this issue (released in time for Fashion Revolution Week 2019) we'll be celebrating our makers; from our Fair Trade artisans in India, to our GOTS certified organic cotton farmers, back home to my sister and her obsession with colour palettes, to Bryan our fabric printer in Shanghai who sings us a rainbow through his amazing printing techniques! We hope you enjoy this insight into '*Who makes your clothes*'.

*Elizabeth Abegg xx*



# A Lot Can Happen In 12 Months

We're still a long way from reaching our 2025 sustainability targets but in our latest impact report we look at how we've performed over the past year. We report on our victories and our shortfalls and identify where we need to focus resources in the coming year. Here are some highlights:



## Complete Supply Chain Transparency



## Giving Back

Spell contributed over

**\$190,542**

to a variety of organisations whose work benefits those in need and causes we feel passionately about



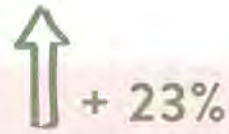
**\$67,071**

of this was donated to environmental non-for-profits through 1% for the Planet



Sustainable Fibres

**30%** of fibres are sustainably sourced



increase from 2017



Social Advocacy

**2** Artisan projects representing

**186** days of work for

**22** artisans

## Footprint



Domestic Scope

**1 & 2**

Carbon emissions all produced from verified renewable sources

## Circularity

Recycled fibres represent

**9%**

of our overall collections



# Our Fair Trade Artisans

We're proud to have partnered with SETU a Fair Trade organisation whose mission is to empower the social and economic standing of underprivileged and marginalized artisans in India.

Many artisan communities across the world are rich with local and traditional art forms, but lack the knowledge or the resources to access global trade or be seen on a world stage. SETU works to bridge this gap and provide artisan groups with the resources and connections to share their beautiful work and make a meaningful living, through Fair Trade practices.

## What is Fair Trade?

Fair Trade exists to empower small farmers, workers and artisans around the world, to rise above poverty and participate in global trade. Advocating for better working environments and fairer trading conditions, this philosophy provides an international platform in which disadvantaged people and communities can support themselves, honour their traditional craft and improve their standard of living.

## Visit to the artisans

Visiting the villages and artisans whose lives have been positively impacted by the work we're doing is an incredibly rewarding experience. Small communities are enabled to continue creating their traditional crafts in safe and improved environments. Women are empowered within their community, sharing stories with like-minded women, nurturing not only their skills but a rich tapestry of social networks and support.

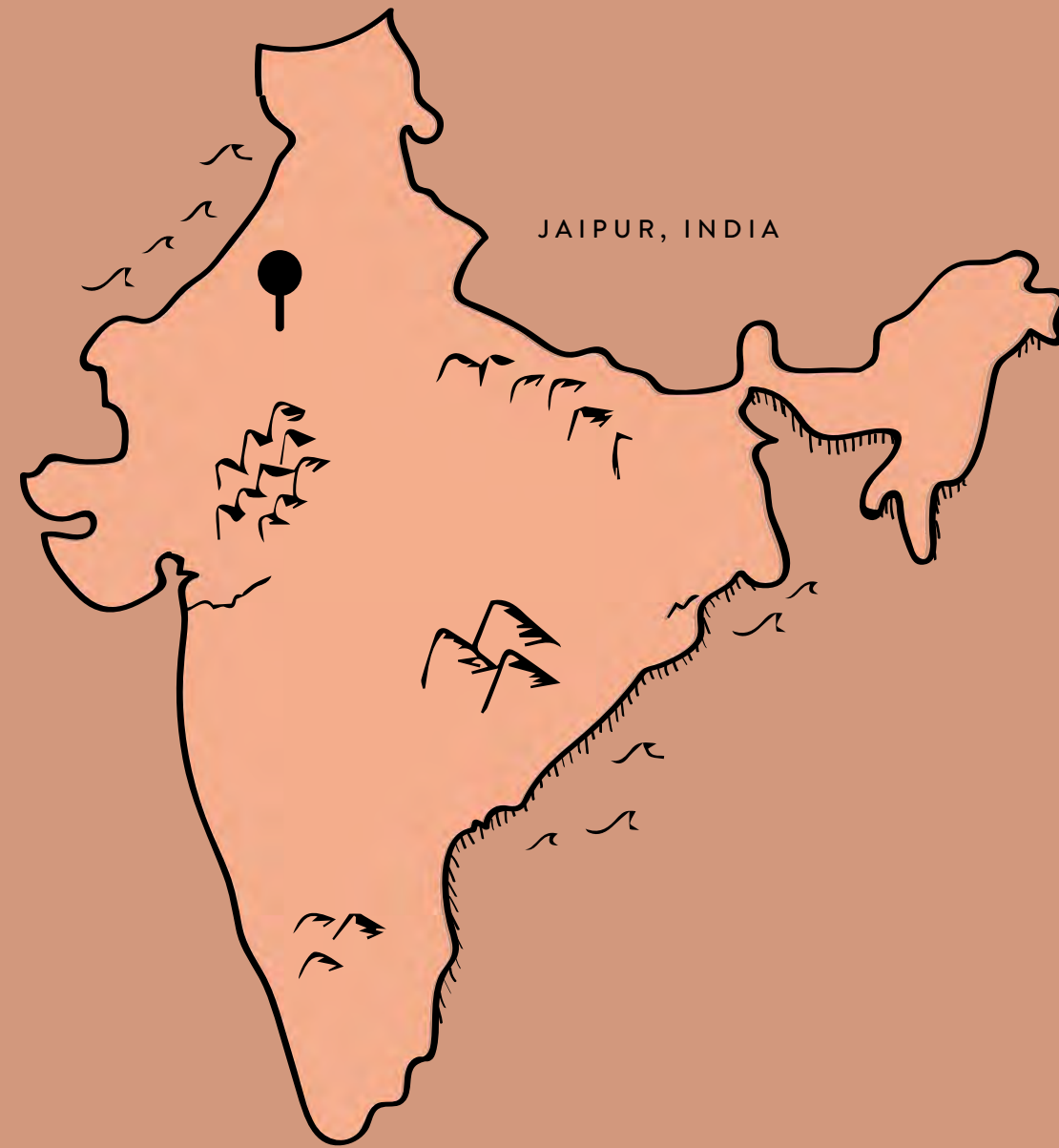
## A glimpse into the 2018 achievements of SETU

Standing true to their mission of providing a sustainable livelihood to the artisans (with a special focus on empowering women), SETU launched a series of workshops and training centres designed to nurture various forms of craft and skills, throughout 2018.

**Training Centre for underprivileged women** - This centre not only provides training to the artisans but doubles as a manufacturing hub, from which business can grow. Becoming proficient in the necessary skills allows these women to make their own sellable products to generate income and independence. With training and facilities free of cost, this centre is made accessible for those less privileged.

**Workshop in celebration of International Women's Day** - Last year SETU celebrated International women's day by welcoming artisans to a five day long workshop centred around enhancing skill sets among the 40 female attendees. In the workshop, women gathered together to absorb knowledge and industry skills such as; cutting, tracing, appliqué and embroidery.

**Infrastructural Aid to Blue Pottery artisans** - One of the major objectives of SETU's work is to help artisans improve their working conditions and work processes. The main motive is to reduce human drudgery, improve efficiencies and enhance joy. There is also a need to optimise raw material and fuel consumptions whilst improving overall quality. As obstacles were discovered, addressed and overcome, SETU's sponsorship with the artisans now flows naturally and has nurtured better conditions in which to create higher quality produce along with greater efficiencies.



### Artisan Story

# Stargazing

Our most recent fine jewellery collection 'Stargazer' was intricately handcrafted by a small artisan family who have been passing on the traditions of silversmithing for over 25 years. This artisan group, and many others like it, were mentored by our Fair Trade jewellery makers in India's Jaipur. Their aim is to help marginalised artisan communities who have migrated from flood and drought affected areas of India, to develop their skillsets and build sustainable livelihoods. Through choosing to work with this group we were supporting them to offer up-skilling and workshops along with the provision of new machinery, to assist artisans in offering the most refined and contemporary finishing techniques.

**In a wonderful example of giving back, the alumni of these programs pass down their knowledge by mentoring other migrated and uneducated youth. And the cycle of empowerment continues.**

### Meet The Makers

# Our Organic Cotton Farm & Mill

#### Location:

Chincha, Peru

#### Accreditation:

Global Organic Textile Standard (GOTS), USDA Organic, EU Organic

#### Number Of Employees:

435 farmers and the processing facility employs 52 workers

#### Youngest Employee:

18 Years Old

#### They Weaved Magic With:

Our organic tees

### About the Owners

Our organic cotton farm and mill in Chincha, Peru was the first company in Latin America to be certified under GOTS. Owner, Orlando, speaks to us so passionately about why his team work to move Peruvian farmers from conventional cotton farming practices to organic. He tells us how the organic farming practices not only impact the environment but the lives of the farmers and in turn the whole community. During our latest trip to Peru we met organic farmers Pedro and Leoncio who tried to teach us how to pick cotton (I have to admit, I don't think we did all that well – much to the amusement of Pedro's team!) Orlando explains the move from conventional cotton is not an easy one for the farmers, in the initial years their yields are lower which in turn creates doubt and concern. This is where his companies support becomes so important, he goes on to explain how they mentor the farmers through these challenging first years of transition, offering donations and organic compost.

### Their Skills and Craftsmanship

These guys are masters in organic pima cotton production. From the farmers who hand pick the cotton, to the ginning facility and the yarn spinners, the utmost care is taken to ensure the yarn produced is of the most beautiful quality. We were particularly interested in how the organic farming process works with nature to deliver healthy, prosperous yields. They control pests using natural trap techniques and rotate the cotton with corn to create a natural balance of bugs that help to keep the pests at bay, completely eliminating the need to use nasty chemicals at all.

### Our Partnership

We knew we were in good hands when we partnered with this farm. The GOTS is the leading global textile processing standard for organic fibre. It guarantees a robust set of criteria which is all verified by independent certification of the entire supply chain. So if it's GOTS certified we know that both the workers on the farm as well as in processing facilities and factories are being treated in an ethical manner. But it offers more than just social responsibility – it also guarantees strict environmental criteria are being met too. Things like traceability from fibre to garment, which means everything is actually organic, right back to the seed. From an environmental perspective, both the farming and processing operations are managed under strict organic principles (such as no GMO seeds and synthetic chemicals) which improves the resilience of ecosystems. This means both the farmers, community and the planet are better off.



*Profile*

# Join The Fashion Revolution

Celebrating its sixth incredible year, Fashion Revolution is the largest movement in fashion globally, inspiring both individuals, organisations, change-makers and kindred revolutionaries to work towards greater ethics, sustainability and transparency in the industry.



"Start with what matters to you most. It might be the treatment of workers, animal rights or it might be the choice of fibre or dyes used. When you shop with your values you're going to be directed to what resonates with you most."

Initially born in reaction to the devastating Rana Plaza factory collapse in Bangladesh (killing more than one thousand garment workers) Fashion Revolution has now swelled to epic proportions boasting millions of participants every year. We hold a special place in our hearts for @fash\_rev because it was a 'who made my clothes' enquiry we received over three years ago that set us on our own path of sustainability. We chatted to Melinda Tually, founder of Legacy Summit and the wonder-woman responsible for Australia joining the crusade.

## *How did you get involved in making it 'a thing' in Australia?*

I've been part of Fashion Revolution since before the first campaign so coming up to six years now. I was in the UK in 2013 a few months after the Rana Plaza garment factory in Bangladesh had collapsed and was attending an event where Carry and Orsola shared their idea for Fashion Revolution Day (it was just a day back then!). I put my hand up to run the movement down under and the rest is history!

## *How did it gain momentum?*

With a lot of passion! This movement has truly grown organically. We had no idea we would end up with volunteer teams in 55 countries taking part in that first year and never dreamed it would become as big as it has now with a presence in over 100 countries. It was definitely a case of tapping into what a lot of people were increasingly concerned with. We were able to provide a platform for a conversation between brands and consumers whilst ensuring the lives lost in that terrible factory collapse were never forgotten.

We are still volunteer based and thanks to the power of social media, have been able to reach all corners of the globe and continue to grow every year with thousands of offline events happening too.

## *What have you learned so far?*

Where there is a will there is a way. Passion can be the perfect potion for encouraging change and driving impact when directed appropriately.

I've also learnt that change is as much cultural as it is logistical. While it might seem relatively straightforward to change a function or process for the better, it's more about the conviction and energy behind that change to ensure it sticks that's most important. There are lots of supply chain solutions available now; it's really about adopting them. That's where the rubber hits the road and it's actually the hardest part.

## *On our journey, our eyes are opened to seeing how every brand communicates this message - can you tell us, what should a customer look for when seeking info on a brand's ethical practices?*

It's interesting to see how each brand finds it's own voice in this space. Transparency is key so if a brand is talking about their efforts, however far along the journey they are, it's a good sign. It's critical though that goals and commitments are also met with action and impact so I always look out for the follow up to see what's been achieved.

You can look at ratings and benchmarks too but they'll never be able to tell the full story. Brands themselves need to be communicating with their customers. It has to be part of the conversation these days and should be as accessible as any other information they're providing.

## *And furthermore, how do you know brands are being honest?*

It's a challenge for consumers to navigate the world of ethical and sustainable marketing as we become more attuned to green-washing. Whilst we shouldn't all have to be experts, I do think we have a responsibility

as individuals to educate ourselves so we can gauge whether what we are reading is accurate or meets our expectations.

The broader the usage of terms like 'ethical' or 'sustainable', the less easily quantified they become so independent verification like certifications and standards are important to demonstrate rigour behind claims and evidence that a process of due diligence has taken place.

## *What do you think is the most important thing any fashion consumer can look for when purchasing a garment?*

Start with what matters to you most. It might be the treatment of workers, animal rights or it might be the choice of fibre or dyes used. When you shop with your values you're going to be directed to what resonates with you most. Once you start understanding some of the issues, your knowledge broadens and you can then add more qualities that you want to see in your purchases. For example, you might be passionate about sustainable fibres and look for organic cotton. Once you learn more about cotton production and the chemicals used in conventional agriculture, you might then be directed to information on how the cotton is then dyed. This soon makes it obvious that the dyes our clothes are printed with are just as critical as the way our fibres are grown. The inter-linkage between the issues really is never ending and it's why looking at things in isolation doesn't really create effective change.

## *Do you see a future where there will be a correlation between value in garments AND ethical products?*

We're seeing value being questioned more and more. The concept of a bargain isn't so appealing if the garment has to be replaced frequently due to inferior materials or being made in a rushed timeframe. Fashion Revolution tries to

redefine value in terms of the quality of a workers life and the minimization of harm to the environment.

The more we start to understand how these are the real indicators of value the more the market will respond. We can definitely see this shift quite strongly now and I only expect that to continue. I can't see how we can go backwards with what we know. The only way to make our clothes is to be responsible in all areas. It's the future!

## *Fash Rev was the 'ah-ha' moment that inspired our own sustainability journey, proof that one email can actually make a difference! How can consumers take part?*

We've made joining the revolution super easy. Our movement is open source as we thoroughly believe change has to be both ground up and top down. All of our resources are available for download from our website including a suite of social media tools, white papers and research guides. Head to [fashionrevolution.org](http://fashionrevolution.org) to check it all out.

During Fashion Revolution Week 22 – 28 April 2019, we encourage everyone to ask their favourite brands Who Made My Clothes? Be part of the conversation! There are thousands of events being organized around the world too. From fashion swaps to doco screenings, make and mend workshops to runways and panel discussions, there's lots of ways to take part and engage your community in the movement.

## *Thank you so much for leading this revolution in Australia - it has truly changed the lives of so many and created a new and beautiful journey for our brand!*

# FASHION REVOLUTION WEEK

22-28<sup>th</sup> April 2019

[fashionrevolution.org](http://fashionrevolution.org)

@fash\_rev

FASHION  
REVOLUTION



*Profile*

# Isabella On Her Obsession With Colour Palettes

Our prints are our lifeblood and working on colourways, the way the combination of different colours work together, is my obsession! I could deliberate for days over a pantone swatch book, painstakingly deciding between two types of turquoise or pink, or between two different shades of lilac.

The print journey can happen many different ways for us, but generally it starts with the inspiration. I have found inspiration in all different places (you name it!) – patterns I see in a decorative rug, or a hotel wallpaper (our Maisie print came from the wallpaper in a dodgy motel during a trip to shoot a past campaign in Broken Hill!), or the mandala in a bandana, a faded motif in a vintage dress found at markets or patterns I see in nature!

## The print process

1. It starts with mood-boarding, story-telling, collecting and concepts > the source point of the print starts here!
2. We then brief our in-house textile designer or one of our regular collaborative print artists who we work with, along with the colours that I am wanting in the print
3. The artists draw the motifs, florals and elements in the prints and send it back to me for initial approval. Sometimes at this point we adjust the size of things or add in special elements (sometimes I like some extra whimsy added at the last minute, like our horses in our Amethyst print, or the swallows in Rosa!)
4. Once approved, these prints get handed over to our prints factory who

then send us what's called a strike-off. This is where we get to see the final colours and design on the final fabric (instead of on paper or a screen). Sometimes it doesn't look quite how we envisaged but other times it comes back perfect - so this step can take some tweaking!

5. Simultaneously we are designing the styles and silhouettes of the collection with the prints that will go onto them. A lot of care is taken in making sure each of the prints are placed correctly (this is what we call 'print placement') onto the finished garment... for example when there is a border on the print or if particular parts of the print were intended to sit on certain parts of the finished garment (remember how those peacocks sat mirroring one another on Hotel Paradiso? That takes a lot of planning!). Prints that aren't placed are called 'yardage'. These are the magnificent 'all over' prints you see, where the design repeats seamlessly. They're beautiful in their simplicity but we don't have too many of those in our collections – there's almost always an extra element!
6. Once the print strike-off is approved and placed on the designs, we then get actual garment samples to review. There may even be further changes to the print placement at this point, it's such a delicate process!
7. Then the pieces go into the journey of production, landing in your hands around eight months later!

*Spotlight On*

# Our Fabric Printer

## Location:

Shanghai, China

## Number Of Employees:

74

## Youngest Employee:

24 Years Old

## They Weaved Magic With:

Our prints, from Hotel Paradiso, Oracle, Kombi, through to Celestial, Delilah and Delirium.

## About the Owner

Print is a significant and signature element of every Spell collection. A vehicle for sharing our wildest inspirations, Spell prints are tangibly realised and brought to life by the print technicians (artists in their own right!). So when we announced to our team that we were looking to expand our printed core fabrics (with an emphasis on more ecologically friendly printing techniques) our Product Manager Sarah put her hand up... she knew just the guy!

And so began our relationship with Bryan. A man in his element when he's discovering and developing new printing techniques - particularly when those techniques strive to leave less of an impact on the earth. Supporting us in our vision to walk a little lighter, Bryan is helping us transition towards a more sustainable print manufacturing model, while we're on the lookout for exciting innovations in print technologies to expand this journey even further.

## Their Skills and Craftsmanship

Bryan and his team specialise in digital printing, which as far as print techniques go, produces significantly less waste than traditional screen printing methods (a little of which is still carried out by his factory, off-site). Right now, his team are looking to move their digital printing facility to a significantly bigger

space, which will allow the inclusion of a wastewater recycling facility. With Byran's team continuing to strive towards more ecological developments, they're studying new technologies and sharing them with us all the time. One we're particularly excited about is digital printing with pigment dyes that produce no waste (which is an absolute game-changer as pigment dye can ordinarily be one of more wasteful print processes.) Bryan's team are also looking into rapidly changing new machinery and new technologies, to help them achieve these goals, even faster.

## Our Partnership

Visiting Bryan's factory for the first time, we stood in the centre of the warehouse floor, where hundreds upon hundreds of luminous fabrics hung like printed art. We spent that entire first day simply soaking up his amazing collection, with our minds racing at the possibilities and capabilities we'd just unearthed. And since then, we've gone on to discover that the team are just like the owner Bryan – smart, dedicated and super passionate about everything they create. Their interpretation of our designs and ability to bring the colour palette to life, flawlessly, is the best we've ever encountered. And crazy-clever skillsets aside, this team are simply an absolute pleasure to work with.





*Giving Back*

# Womens Earth Alliance

Back in July 2018 we partnered with 1% for the Planet – nominating Women’s Earth Alliance (WEA) as one of our chosen organisations to contribute to. WEA’s story appealed to us greatly because of their broad work with grass-roots organisations in developing nations. They have implemented 125 women’s environmental and entrepreneurship projects in 18 countries training, funding and catalysing 5000 women to advance safe water, clean energy, regenerative farming, women’s land rights and more. WEA’s model creates cascading benefits through education and life-giving environment solutions. Through WEA’s work, what really resonates with us is how they champion the intersection of female empowerment and tackling environmental impact.

When our team were heading to Cape Town for a campaign shoot recently, we asked WEA if we could visit one of their projects in Kenya to see the amazing impact WEA have had on the ground there.

Our team, Lisa Smith and her photographer husband Jamie Green, visited Rose Wamalwa in Kakamega, Kenya. Rose has been working with WEA since 2011 where she was put through the GWWI Fellowship Program, which creates a network of support by linking grassroots women with African and International women working in the environmental, health, water and/or public sector. From there, she formed her own impressive organisation called WWANC.

Vising these ladies and seeing first hand the incredible work that Rose has achieved with the support of WEA, Jamie and Lisa reflected on it being one of the most touching and inspiring travel experiences they remember.

“We flew into Kisumu and were met with beautiful airport chaos and people eager to help. On the way to our accommodation we spotted giraffes, zebras and leopards... we couldn’t believe our eyes!” Lisa said. The next morning,



“If we empower our women, we empower the community. If we empower a man, you empower an individual. Because of WEA, we’ve been able to help 50 womens groups. We’ve constructed water tanks. We’ve been able to form communities.”

Rose came and collected us for a journey to Kakamega and the surrounding village where we were greeted with song and heard stories about the women who have benefitted from an organisation like WWANC. The women meet at the Kiseembe Dispensary, which has become a place for them to come weekly – not only for education around entrepreneurship and creating handmade goods to sell, but for a real sense of community and support. The women create a variety of handmade goods including mud pots for cooking and handwoven baskets - that are sold at local markets as well as areas further away (which ordinarily wouldn’t be the case). All funds then go back into this community, creating financial independence for these women, shifting their financial reliance from their family or husbands.

Rose said that the impact that WEA has had is invaluable. “If we empower a man, you empower an individual. If we empower our women, we empower the community. Because of WEA, we’ve been able to help 50 women’s groups. We’ve constructed water tanks. We’ve been able to form communities.”

“Farewelling the ladies of the Kiseembe Dispensary we headed to another village around 40 minutes away - a collaboration of four different groups,

where we came to learn their stories of the obstacles of every day living and creating an income. Simple things like access to water from a well, over 10kms away, as a daily walk makes creating your own wealth difficult. With WWANC there is access to microloans, which can mean buying a goat to raise and sell, or working at the nursery - which means selling produce at the markets.”

“We had a really rich experience visiting the WWANC team that have been working with WEA since they began, and we’re excited to see how our partnership with WEA really can make an impact on these grass roots organisations,” Lisa said.

The women working on these projects were really aware of environmental impact, which to us is kind of crazy (amazing) as their footprint in comparison to many of us, would be small. The fact that they are all working together for big change is as mind-blowing as it is admirable, particularly given the challenges they face. We’re really looking forward to how our partnership with WEA is going to assist organisations like WWANC to achieve their goals and a betterment to their way of life.



# Behind The Scenes On Lioness

STORY Jamie Green and Lisa Smith

Shoot day is always exhilarating, exciting and exhausting! Lioness was designed with the mustard coloured landscapes of Africa in mind – and so it came to be that we found ourselves in the mother land surrounded by the tall savannah grass, (humming Toto’s *Africa*, of course). It was the first time in years that we’ve worked with two models on a shoot (equal parts daunting and super fun) and though the beauties kept us on our toes, it was working with real live African animals, up close and personal, that had us catching our breaths.

## DAY ONE

**5:04am**

Wake to a roaring noise. What is that? We walk outside to get a better listen - and yep - that’s a lion roaring. Oh hey Africa. Back to bed to try and get a few more minutes of sleep.

**5:30am**

Alarm goes off, wake up to the sound of heavy rain - never a good start to a day of outdoor shooting. Hair and makeup commence anyway as we have two models so we need as much time as possible. The crew come together and eat breakfast.

**7:30am**

Our photographer Amberly and some of the crew head off in the rain to check just how wet the set is and report back.

**8:00am**

Rain continues, crew hang tight.

**10:00am**

Rain starts to clear, let's give this a shot! Crew roll out to set.

**10:45am**

Zulu the cheetah arrives on set with his carers. And wow - this animal is amazing. With a beautiful nature, he slinks around with a silky coat moving like liquid. We all think... this is going to be a magic day. The shoot starts with our stunning Kenyan model Olivia, who is a natural with the most captivating laugh. Olivia looks incredible interacting with Zulu, until the carers run over

and say "we just need to take Zulu to another area" after spotting a wild gazelle in the distance. "Will Zulu hunt it?" we ask. "Yes very much so". Wow! Proof we are dealing with wild animals.

**11:20am**

We kick off look two with Zulu and Marion (our other model) on a set laid with vintage paint brushes and books. Marion agreed to the shoot last minute, and we count our blessings, watching her nail every shot, slipping into synergy with Zulu effortlessly.

**2:00pm**

Our next shot calls for Zebras. Setting it up, it felt like we were seeing an exotic unicorn, straight out of a movie. These guys were chill, and were more than happy to hang out in the background while our models did their thing.

**3:00pm**

By mid-afternoon we hear a screeching noise and turn to see our carer with two baby meerkats. Let us confirm, these little guys are just as cute as you might have dreamt they would be! With our model Olivia in place, we watch the meerkats run and bounce around her, digging and bug hunting and sitting in the palm of her hand! They look like they're having a party all of their own.

**4:00pm**

It's been a long day out in the hot sun. We are all starting to feel the burn and apply the tenth layer of sunscreen in as many hours. We have one last shot to get with another cheetah named Rocket. Because he is older he's more placid than Zulu, and Marion is able to get up close and friendly with him. We learn a good scratch under his chin seems to keep him pretty content and for a moment we forget we're in the presence of a wild cat - and one of the world's fastest animals.

**5:00pm**

Knock Off. Relieved, exhausted and feeling pretty chuffed with our day one efforts.

**DAY TWO**

**Morning**

Sleep / steam garments / breakfast / bath / pack gear

**12:00pm**

Load up the cars and drive for an hour through the South African mountains to arrive at a teeny airfield.

**1:30pm**

We meet the pilot of a small vintage looking plane, who is happy to meet us and even more excited to fly for us.

**2:00pm**

We get our first shots with Marion slinging a vintage leather bag over her shoulder and walking towards the plane like she's just been dropped off in a vast field of African grass.

**3:00pm**

The pilot starts the plane. It's deafening and we all take a big step back.

**3:10pm**

The pilot gets ready for a fly over - just above our heads - aiming to capture Marion and the plane in the one frame. We turn our heads as the plane comes roaring in. I'm shocked by how low it is as it gets closer and closer, thinking 'ok that's a bit too close!' as we hit the ground thinking it was going to scrape our heads. But no, this pilot is just that good! Second time around we're all a little calmer and more trusting, he flies over just above our heads and snap, snap, snap - the cameras go off! Whoa, what a shot. The pilots does this several more times just to make sure we got it and our nerves of steel harden with each lap!

**4:30pm**

We thank our incredible pilot and hit the road back to Cape Town, racing the sun set. We had been warned to be careful heading over to Cape Town, and while wise to heed caution in any foreign land, we experienced only warm-hearted people with smiles from ear to ear the whole time we were there. We will definitely be back.

*Our model Olivia relaxing on set*



*Our photographer Amberly*



*Olivia playing with Meerkats*

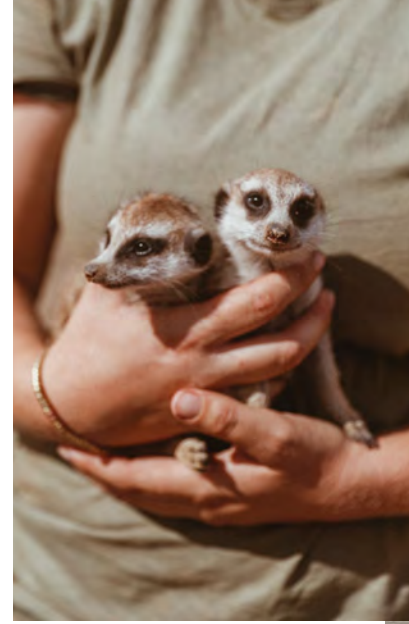


*Up close and personal with Rocket*

*Shooting with Zulu on the savannah*



*The crew on set*



*Meerkat pups*



# LIONESS

SPELL JUNE - JULY '19 COLLECTION

PHOTOGRAPHER Amberly Valentine











PHOTOGRAPHER Amberly Valentine

MODELS Marion Pascale & Olivia Sang

STYLING Lisa Smith

VIDEOGRAPHER Ross Hillier

HAIR + MAKEUP Alet Viljoen

PRODUCTION We Are The Wild Girls & Mel Carrero

# Talking Sustainability

With Sarah Ackroyd, Spell Product & Design Room Manager

When we first broached the idea of our sustainability journey with our production team over 3 years ago, no one embraced the idea quite as fervently as Sarah, our Product and Design Room Manager. She's been at the forefront of our sustainability efforts ever since, engaging our suppliers and emboldening our team with her unwavering commitment. Here, Sarah talks about her experience on this long and winding road.

*The title 'People + Planet' - what does this really mean to you?*

I have always had a deep sense of compassion for both people and the planet so the words resonate with me very much on a personal level. I have a protective, caring and nurturing personality, so looking after the people and environment around me is intrinsic. We face increasing strain on the population and environment, and without some immediate changes to our thought processes and in turn actions I am afraid we face a bleak future.

*When Lizzy first came to you with her ideas on starting down this sustainability path, what were your first thoughts? And how did you even know where to start?*

I was naive and had no idea of the depth of this journey - therefore when Lizzy approached me I was eager to get started and as the rollercoaster took its many turns I never looked back. This has been a passion of mine for some time and I am eternally grateful for the things I have learned along the way. We started by looking at our tier 1 supply chain with the intention of having them all accredited by a third-party audit, and I honestly think at that time we believed that was going to tick off a major part of the journey! But it soon became apparent that to really make a change we needed to rethink how we approached each aspect of the business. It involved an extensive amount of research which often uncovered confusing dead ends, problems that seemed impossible to solve - nothing was black and white.

I took an online sustainability course which helped outline the main sectors to consider and how to focus attention to these areas. I had many discussions with our external sustainability consultants and our global partners and finally we worked on an action plan, setting a timeline with targets to achieve up to 2025.

*Many brands talk about sustainability being a Pandora's box of complex problems to be solved or a rabbit hole of challenges. What have been some of the main challenges you've had to overcome on the journey so far?*

Every which way you turn you uncover a new challenge. But I am an eternal optimist and I believe the challenges we face are just hurdles that with time and effort you can work around. The three top challenges:

**Sustainable Fabrics and Fibres** - There is a huge amount of research and development in this area and I feel we have found some really great options for sustainable fabrics (in comparison to their conventional alternatives) but each fibre still has its pros and cons. It's really about trying to find the fibre with

the least impact. There are so many early developments of innovative fibres and fabric that are not currently available to the market on a commercial level. That's really the challenge here, that technology is only really beginning to catch up to our sustainability needs.

**Supply Chain Mapping** - This in itself is a rabbit hole. The textile supply chain is so deep, each supplier has a different supplier so even when you have all your tier 1 suppliers (factories) accredited, you haven't even scratched the surface. Then there's the complexities around living wage, worker empowerment and which third party audit is most appropriate. The list of complex challenges goes on.

**Customer Expectancy** - This may seem like a strange one to list, but our customers are rightly our biggest critics and therefore managing their expectations throughout this journey can be a huge challenge. From pricing, quality, design, fabrication - every aspect is open to scrutiny. We're finding more and more we need to collaborate with the wider industry to face these challenges most effectively.

*You've visited our organic cotton farms in Peru, what was this experience like?*

Truly inspirational! Organic cotton is grown without the need for harmful chemicals and has up to a quarter of the impact of conventional cotton. We witnessed the farmers and their teams handpicking the cotton, and knew it was being done in a healthy and sustainable way. We spent time working alongside the farmers in the fields, meeting the vivacious Maria and her husband Jesus, whilst not sure if we were a help or hindrance we shared some hilarious moments, laughing together until we could barely stand. Organic cotton is grown without GM seeds, instead it grows naturally in its environment. To maintain fertile soils and keep pests at bay, farmers grow a variety of other crops that work in conjunction with the cotton and can also be used as another source of income. A big win for people and the planet in comparison to conventional cotton.

*This journey must be something you and your team are very proud about. What are some of the most rewarding achievements for you so far?*

Oh yes, I am so extremely proud of how far we have come on this journey and what we have achieved. I understand, undoubtedly, that we have a long way to go in order to create a big impact but to see a whole team of people come together and work passionately to achieve what we have, it's a wonderful feeling.

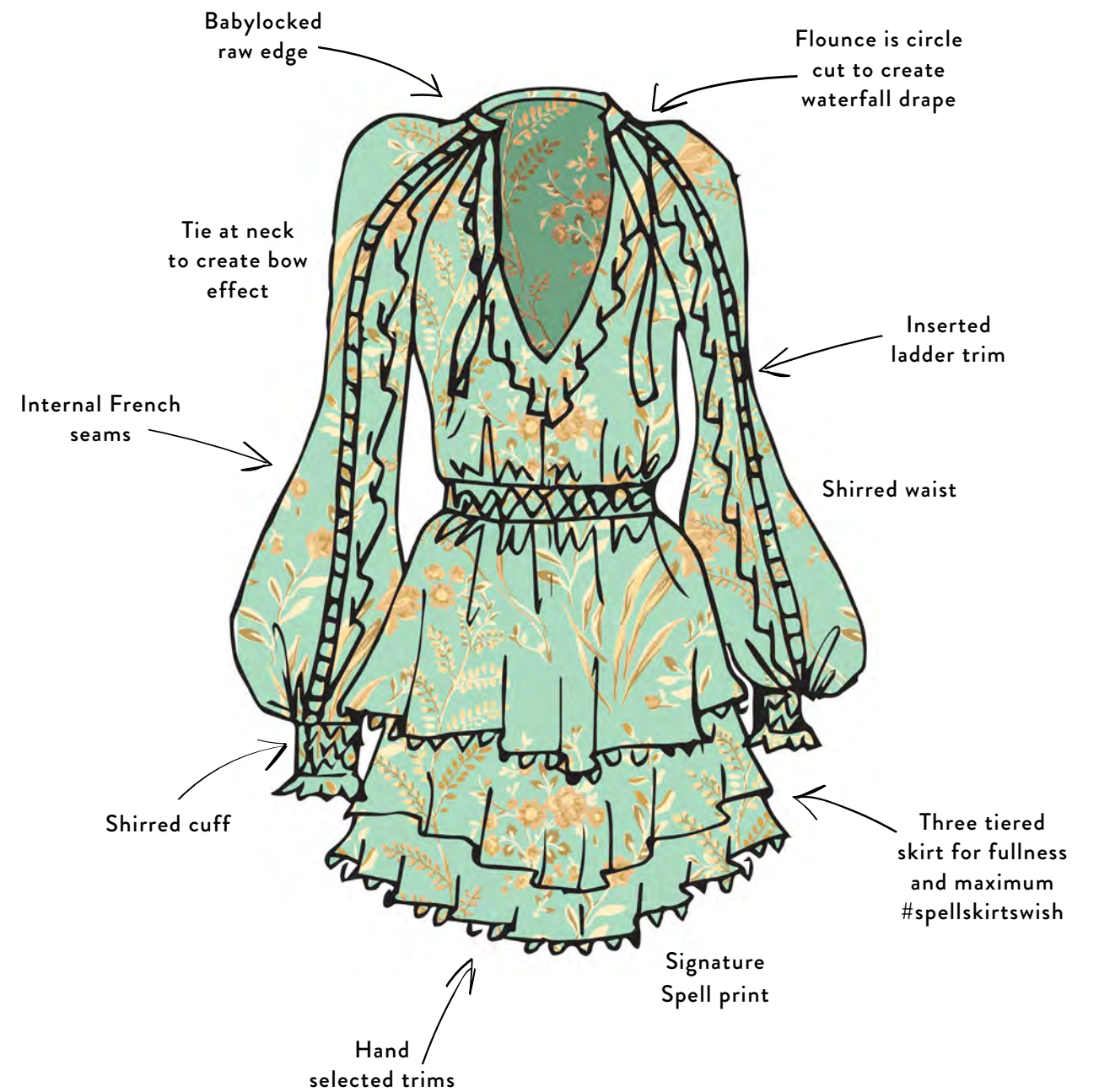
Our most rewarding achievements are outlined in our 2018 Impact Report, seeing the facts and figures brought together really drives it home how far we have come. From a personal perspective working alongside artisans and visiting remote communities and seeing the positive impact you can have on an individual's life really keeps my passion alive. Visiting our Peruvian organic cotton farm was incredibly rewarding - seeing that supply chain through, from cotton seed to garment, was so powerful!



Sarah learning about organic cotton during a visit to our supplier in Peru

## It's All In The Details

Our Maisie Playdress has so many beautiful, intricate details we thought it deserved its own little 15 minutes of fame. From soft ruffles and floating hemlines to beautiful little trims, our in-house design team, based here in Byron Bay, have joyfully obsessed over all the finer elements bringing this one to life!





*DIY*

# Home-Made Lavender Laundry Powder

We're big believers that when it comes to making more sustainable choices in our day to day lives, the phrase 'make the beast beautiful' is ever so helpful. I find when the more responsible choice is more beautiful as well, I'm more likely to work harder to make it so.

Laundry powder is one such beast, a home staple usually laced with some pretty harmful ingredients. When you make it yourself and leave out all the nasties, its beautiful, fragrant and eco-friendly – and it makes doing laundry on a sunny Saturday morning that much sweeter.

Meet Flissy - a local earth mamma who has been making all her own completely natural home and beauty products for a few years now. She's keen to share with us how you can do this too!

Here she shares her simple laundry powder recipe that is not only kinder to your clothing, but also be kinder to your health and the health, of our planet.

Laundry detergent and home cleaners are an everyday product that we use a lot of and it's only recently that people have begun to note what is actually included in the ingredients of these household essentials. We have to ask ourselves are the chemicals included really necessary? What could the effects of these chemicals have upon our families and are there other alternatives for a more holistic home?

We have all learned to love the sensual smells associated with these products - the crisp apple fragrance on our work tops, the citrus burst in our bathrooms and the meadow full of flowers on our bedding. But the reality is, these

fragrances are loaded with toxins and we don't actually know the long-term effect they are having on our health.

There are other offenders lurking in our laundry products too! Cleaning agents or 'surfactants' are included to help the product clean better, but they are extremely toxic, and some are carcinogenic. When they get into our water systems, they are potentially very damaging to the environment. Other offenders are stabilizers, brighteners, bleach, 1,4 dioxane, phosphates... All of these ingredients help with the shelf life of the mass-produced product and they give your textiles an 'extreme' clean, but over the years I have found alternatives that I truly believe really work and they are totally 'au naturel'.

On the subject of fragrance when we DIY our own home products one of the magical things we can add to the process is therapeutic essential oils. I take into consideration my family's wellbeing when adding these... maybe it's the change of season and I might want to add some eucalyptus for the sniffles that have started, or maybe I'm feeling a little tired and unmotivated. In this case I would add some orange or lime. There are plenty of resources on the web to help guide you here. I get most of my knowledge from a local mother Hannah Miles at [www.nourish.tohealth.com.au](http://www.nourish.tohealth.com.au). She is a font of all knowledge when it comes to therapeutic aromatherapy. For this recipe we're using lavender, but you really can choose what oils feel best depending on what time of the year.



# How To:

## What You'll Need

- 250g Ground Coconut Soap
- 250g Sodium Percarbonate – This is the genius ingredient. It's an oxygen booster and it reacts with and infuses all the other ingredients and it's totally natural!
- 250g Washing Soda – This is a handy ingredient that softens the water allowing the soap to sud more effectively to give a deeper clean.
- 50g Bicarb Soda – Good old bicarb soda, also known as sodium bicarbonate is a wonderfully effective cleaner used for generations by generations, as an all-purpose cleaner for all sorts of cleaning projects.
- 250g Borax – A natural product that softens the water, borax is a natural deodorant that is also anti-fungal and anti-mould.
- 20-30 drops – Lavender Essential Oils

## Method

1. Simply mix all together and put in a container.
2. This powder has to be used on a warm wash, to dilute the soap and also to enable the sodium percarbonate to oxygenate and help with those stubborn stains.
3. A little added tip, I combine some hydrosol waters, (the water used in the process of making essential oils), and some drops of essential oil to make a lovely smelling spray to spritz my clothing and bedding after they have dried. It gives you the sensual end result without the nasty toxins. I get my hydrosol and a few other ingredients for home and beauty DIY from New Directions. An Australian based company.

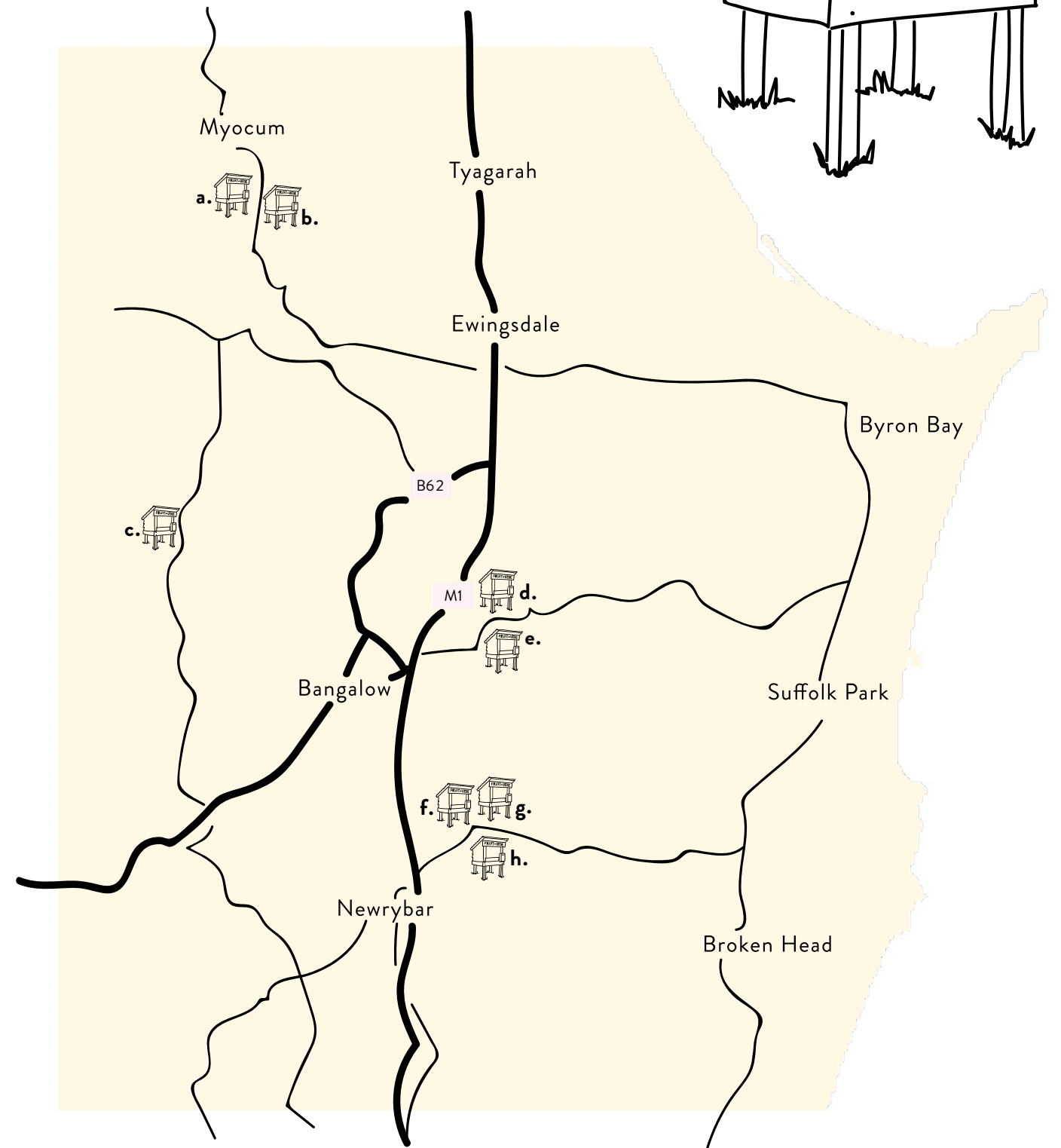
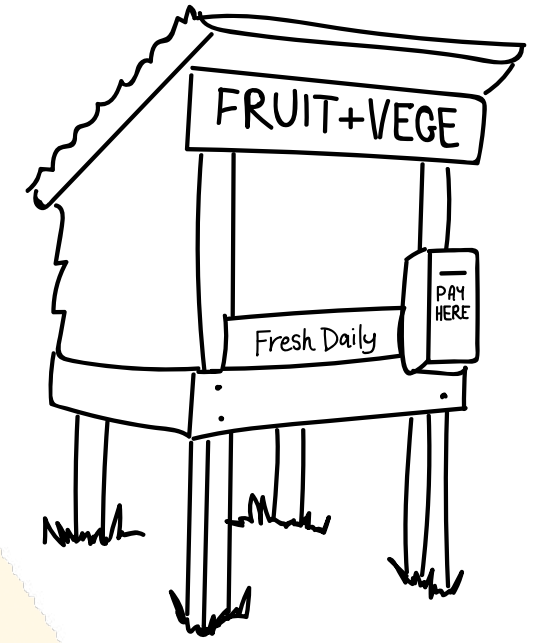
Happy creating!



Spell Travel

# A Tour Of The Best Hinterland Honesty Boxes

With Natascha Elisa



With many of our Spell team living nestled in the hills surrounding Byron, Sunday drives along the winding roads unearth an abundance of family run honesty boxes. (Note to those not in the know, an honesty box, or honesty stall, is a little stand on the side of the road filled with home-picked or home-made produce and payment works on the honesty system).

Our long-time travel buddy Natascha Elisa embarks on what has become somewhat of a weekend ritual for many of our team. While stocking up on fresh, local produce she shares our favourite hinterland stalls (including *Indy and Looshy's Honesty box* which they built with their father last Winter during citrus season).

We love supporting our local community and farmers through honesty box hunting or through our Farmers Market hauls. The best bit? You can shop plastic and packaging free!



#### STALL LOCATIONS

**a. Lighthouse Organics**  
Eggplant, corn, okra, curry leaves, zucchini, tomatoes, aloe vera, keffir, sunflowers, lemons and lime  
625A Myocum Rd, Myocum

**b. Fresh Seasonal Vegetables**  
Potato, pumpkin, passion fruit and flowers  
Myocum Rd, Myocum

**c. Indi + Looshy's Honesty Box**  
Citrus, herbs, mangos and bananas  
Friday Hut Rd, Possum Creek

**d. Buckley Farms**  
Frozen berries, figs and apples  
Bangalow Rd, Talofa

**e. Freshas**  
Red Truss Cherry Tomatoes  
825 Bangalow Rd, Talofa

**f. Local Coffee**  
Broken Head Rd, Newrybar

**g. Fresh Bananas**  
Sometimes passion fruit, limes and lemons  
Broken Head Rd, Newrybar

**h. Seasonal Produce**  
Avocados, sweet potatoes, spuds, mangos, grapefruit and oranges  
Broken Head Rd, Newrybar



#WalkALittleLighter