

little red book

FALL / WINTER 2018



10TH ANNIVERSARY EDITION

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Little Red Book is Athens' premiere student-run fashion magazine, founded in August 2007 by three students in the College of Family and Consumer Sciences. It became an official, registered student organization in 2008. LRB is a biannual, full color publication funded by donations, dues, and a once-yearly allowance from UGA FACS. Little Red Book is distributed all over campus, as well as downtown in several boutiques. Each issue is created entirely from scratch by members of the LRB staff, and can be best described as the product of passion and an obsession-bordering love for all things fashion.

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LETTER FROM THE EDITOR

This issue marks the tenth anniversary of the first issue of the Little Red Book magazine, as well as my first issue as Editor-in-Chief. Each time the lead position is turned over in any field, it is important for the new leader to mull over the organization's roots and the direction it is growing towards while including their own spin on the brand identity.

Our goals start with inspiration. Creating content that inspires the student body to exist loudly is a big picture concept that you will see running through the entirety of our magazine. This is the common thread tying everything together, from the articles to the beauty and fashion spreads. Creating a publication that all students can draw something from regardless of major, whether that be style inspiration, knowledge of our industry, or an aesthetically pleasing graphic design scheme is a goal. Creating a club environment of unity starting from the top down to create an atmosphere of a welcoming nature is a goal. Creating something that we are proud to put our names on and that represents the College of Family and Consumer Sciences well is a goal. Simply put, we aim to create.



Generation X is the focus of this issue. We were inspired by the transition from the 1970s to 1980s on the fashion scene. This was a period characterized by excitement and luxury and that is continually referenced in modern pop culture—glitzy and a little bit glamorous injected with a contemporary feel for everyday was our aesthetic. We aimed to downplay the craziest looks from the time and convert them into something implementable on a daily basis. On a broader level, the transition from the '70s to the '80s were a time characterized by the movement from rallying behind social causes prevalent in the '60s to focusing more on the individual and their personal interests. That too is reflected in this issue, with the articles encompassing a broad range of people and showcasing their individual takes on style, starting with a piece on sustainability efforts in the fashion industry at a local level and including an interview with the CEO of a successful denim washing company that works with clients on a global scale. Inclusivity proved to be another major theme throughout this issue, complementing the time period from which we drew inspiration.

We aim to inspire the student body to be their best and loudest and boldest selves. We want to encourage readers to step outside of their comfort zones by publishing looks that push the boundaries of everyday life. I hope you enjoy this issue as much as we loved developing it.

Exist loudly--
Vanessa Vassileva

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COMMUNITY CONSCIOUS:

SUSTAINABILITY IN THE FASHION INDUSTRY

by Annie Molchan





As I sat between sewing machines and fabric, natural light flooding in, Sanni Baumgärtner joined me to discuss sustainable fashion. Sanni is the creator behind Community, a clothing store located on North Jackson Street in downtown Athens. "We opened Community 8 years ago," she says. "I noticed that there were some local designers coming to Athens that were making things from scratch. I didn't feel like there was a place for them to really show their clothing and art." In this way, Community began and soon became a center of sustainably produced goods, and Sanni became someone who fights for ethical and humane practices in the fashion industry.

"There are three aspects of sustainable fashion," she explains. "First, sustainable fashion tries to minimize the effect [of fashion production] on the environment in different ways." These effects are alarming and few modern consumers know the true environmental cost of their clothing. From pesticides used for growing cotton to dyes used for treating clothing, there are many chemicals involved in the production of "fast fashion," a term that describes the process of producing a cost-efficient item that responds quickly to current fashion trends and consumer demands. This phenomenon is implemented by large retail businesses like H&M, which creates about 600 million garments a year.

This business model leads to Sanni's second aspect of sustainable fashion: Ethics. "In fast fashion particularly, there are a lot of workers being exploited in terms of not having great

working conditions and not being paid that much." Sanni emphasizes, "Sustainable fashion tries to respect the workers and treat them well." The direct connection between buyers and makers has largely been severed, which leaves many consumers unaware of and thus uninterested in working conditions and practices. Sanni strives to bridge this disconnect in her store. "We purposely have the sewing area as part of the store. We are trying to show customers how the clothes are being made... We really want to spark their curiosity to find out more about it. Before I started sewing and making clothes, I didn't really ever think about where my clothes came from. We are trying to bring that connection back between the buyer and the maker."

Lastly, there is a local aspect to sustainability. Community only sells items that are made in Georgia in order to support local businesses, local creators, and the local economy, thus creating a viable system where workers are paid fairly and consumers put their money directly into the community.

As college students, this is the first time many of us get to live independently, and it is important to evaluate at this point in our lives what kind of influence we can have with our money. I have always used fashion to express myself and my personality, and now sustainable fashion gives me an outlet to declare my values and beliefs as well, a mentality that should be, and hopefully will be, both celebrated and supported by fashion-lovers all around the world.

IS MEDUSA THE NEW MK?

by Pierce Pittman

**EVERYTHING YOU
NEED TO KNOW ABOUT
MICHAEL
KORS
ACQUIRING
VERSACE**

Towards the end of September, rumors started to circulate that Michael Kors Holdings were looking into purchasing the iconic Italian luxury brand, Versace. Before the end of the month, it was reported that a deal had gone through for 2.12 Billion Dollars and that Versace would be joining the Michael Kors family.

This breaking news left many inside and out of the fashion world scratching their heads, wondering why the purchase happened. This move is all about credibility. Michael Kors Holdings, which has now been renamed Capri Holdings Limited, is looking to become a sort of "titan" in the fashion industry to rival companies like LVMH (the owner of Fendi, Givenchy, and Dior) and Kering (the owner of Gucci, Yves Saint Laurent, and Balenciaga). By purchasing Versace to accompany his 2017 purchase of Jimmy Choo, Kors now has a legitimate repertoire of fashion houses under his belt and is looking to continue to grow this collection to become the first major American based fashion group.



But what does all of this mean for the world of fashion and the Versace brand? Versace, a fashion house started in 1978 by Gianni Versace and creatively run by his sister Donatella since his murder in 1997, was one of the last independent fashion houses in Italy. The brand will still be run directly by the Versace family, but many upper level marketing and business decisions will be determined by Kors and his team. However, even with these two brands coming together, they still have many differences. The Michael Kors brand is relatively easily accessible to all and is very well known for its accessories, primarily bags. The brand caters to a balanced woman, someone more upper class, but not with an overly luxurious lifestyle. Many people also discredit the brand, or view it as being of lesser value, because it has a large presence in malls and shopping centers where often designer brands of the same caliber are not found. Versace on the other hand has been catering to an alluring, more elegant, and more lavish style, even using a goddess, Medusa, as their primary muse. This idea of luxury sounds

great, but it has left the brand isolated from many consumers. Most people consider accessories and shoes the access points to designer brands. These are two areas that Michael Kors has excelled in mass producing and selling, whereas Versace has embraced this with less enthusiasm. In acquiring the brand, Kors hopes to place much more emphasis on these areas as well as planning to open over 100 new stores worldwide to make Versace available to a more common consumer, much like what Kors has done with his own brand.

This decision has left many upset, as they feel the brand should retain its exclusive status essential to its brand identity, only available to the upper classes, while others are excited at the new opportunity for the brand to grow. No matter what exactly happens to the Versace brand, it is clear that there are some big changes coming to one of the most iconic fashion houses in the world.



HAWA CAMARA

Pants: Cheeky Peach

Jacket: Topshop

Shoes: Zara

GENERATION X

photography by Stephanie Lopez
styling by Madeleine Howell & Reilley Shamblin

There's nothing a little bit of glamour can't fix. With inspiration from the retro looks of the 80's, Generation X calls for each of our readers to express their individuality through their sartorial choices this fall and beyond.



ASHLEE BOCK
Jacket: Cheeky Peach
Shoes: Nasty Gal
Top and Pants: vintage

L



LEFT: SIENA HOWE
Sweater: JW Anderson X Uniqlo
Jumpsuit: Fabrik
Shoes: Zappos

RIGHT:
Jumpsuit: Cheeky Peach
Shoes: Doc Marten

B

R



LEFT:
Top: vintage
Pants: Cheeky Peach
Shoes: Doc Marten



VICTORIA BENNETT
Top: Cheeky Peach
Jacket & Pants: vintage







LEFT:
Dress: Community
Scrunchie: Community
Shoes: Zara

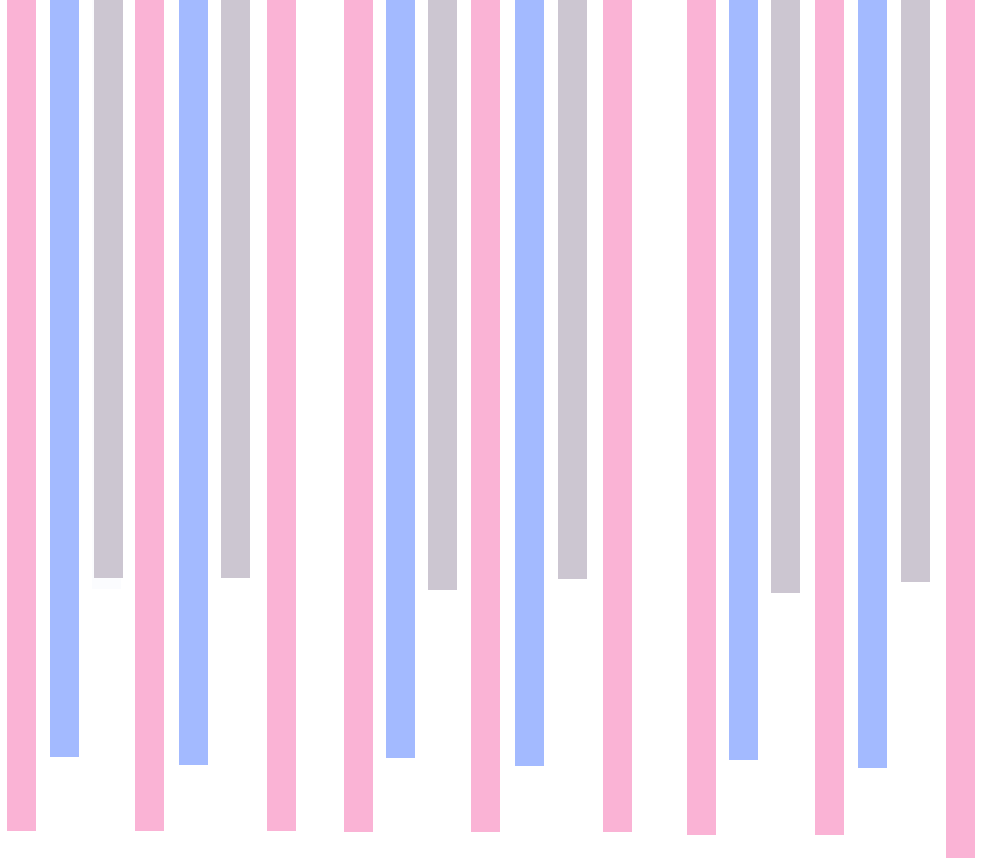
RIGHT:
Vest: vintage
Pants: Cheeky Peach
Shoes: Cole Haan



LEFT: JONELLE CASTILLO
Jacket: Zara
Top: Crew
Skirt: Cheeky Peach
Shoes: Steve Madden



RIGHT:
Scarf: vintage
Dress: Fabrik



THE ART OF

Creative Expression

by Julia Jack

When you pick out clothes in the morning, who do you dress for? Perhaps you style your clothes to impress your crush in psychology class, to emanate a sophisticated image to your peers, or to enhance your individual self image. Personally, my motivation for style has evolved as I have grown and matured. Whereas I used to dress to obtain social validation during my early adolescence, I now find myself picking outfits that adequately express my emotions, as well as empower my identity. A principal way I do so is by making bold fashion statements. Bold fashion looks like whatever you make it to be, but, for me, it usually manifests in the form of extravagant cheetah print coats, rainbow platform sneakers, or my infamous jumpsuit collection. I firmly believe that individual style is a vehicle for creative self expression, and it should be optimized to our advantage. Many individuals have a deep desire to embrace bold creative expression, but this desire often conflicts with their fear of venturing outside their comfort zones. While those fears are completely valid, it is so fun once you learn to look past them and push boundaries with your personal style. Here are several ways to begin practicing bold creative expression, so that you can rock those styles in your everyday life.

1. Start Small, Grow Tall

The best way to unearth your daring stylistic visions is to begin with the basics. Dress as you normally would, but practice adding spice to your outfit by strategically including bold accessories. Ignite a spark by layering a collection of spunky necklaces, or dress up your blue jeans with a sequin belt. Once you feel comfortable with slight pops of flair, build up to bigger and bolder outfits within your wardrobe!

2. Play with Print on Print

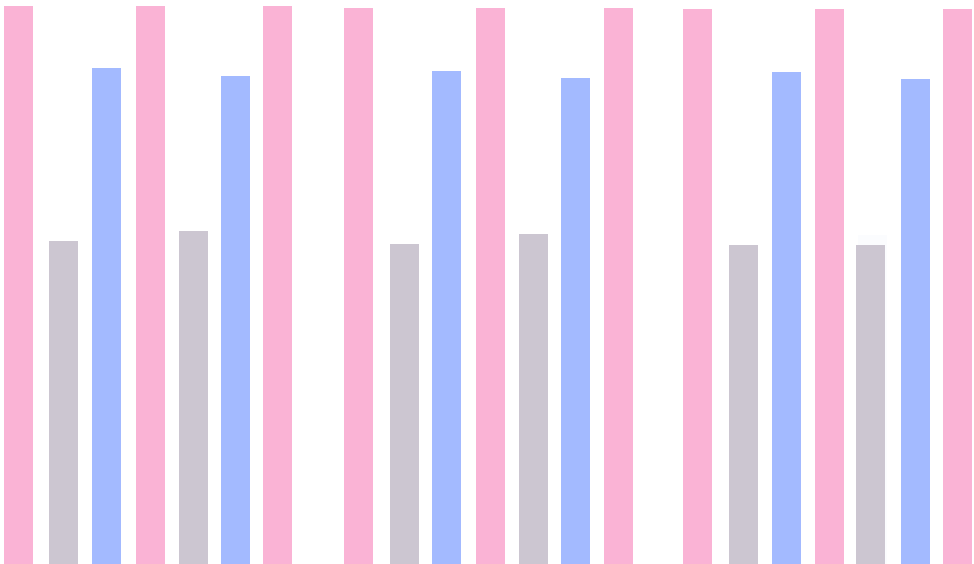
One of the most intimidating obstacles to conquer within the realm of expressive fashion is the feat of combining a variety of prints. However, there is no need to fear. Be mindful of the overall aesthetic and colors of the two pieces you are mixing, but also remember that mixing and matching is supposed to be playful and fun. For example, try a simple striped shirt with a flirty cheetah skirt to create instant pizzazz.

3. Take it for a Test Run

If there's a particularly unique look you're not quite confident enough to embrace, take it for a test run. You could wear this outfit while cleaning the house, or out for a quick run to get groceries. Regardless of how you experiment, you are bound to have your self confidence grow as you realize that you're totally rocking your style. Be sure to stop as you walk by a mirror and tell yourself how fabulous you look!

The next time you're debating whether or not to venture into the art of creative expression through bold style, give it a try and always remember, rules are made to be broken, and boundaries are made to be pushed.

The next time you're debating whether or not to venture into the art of creative expression through bold style, give it a try and always remember, rules are made to be broken, and boundaries are made to be pushed.



THE BLUEPRINTS OF BPD WASHHOUSE:

Bill Curtin Talks Creating and
Maintaining His Company

by Neely Umansky



Arthur Friedman
sourcingjournal.com

Bill Curtin, Founder and CEO of Blueprint Denim Washhouse, created his business 10 years ago. Located in Jersey City, NJ, his company is the only full-service commercial denim, wet and dry processes, facility on the east coast. I was given the opportunity to interview Mr. Curtin by asking some questions about his journey and what he plans to do next, both personally and for his company.

Creativity and teamwork are important to Curtin. When asked what he finds most rewarding about his job, he says, "I like the fact that, on any given day, someone reaches out to me with a new concept or idea for collaboration. Second would be creating amazing new denim washes." On the other hand, challenging aspects include, "managing time and all the other mundane aspects of running a business" and answering urgent questions like "What's with the boiler today?!"

On a broader level, I was curious as to how BPD Washhouse handles local and global large scale processes and production. "Being close to NYC makes being locally a huge asset," Curtin explains. "The global players reach out to us to make contact with all the brands that use NYC as their headquarters. We are very grassroots for a huge urban market." When asked about creating a successful global supply chain, Curtin responds that the process was difficult, but that they "align [themselves] with several global supply chains in Indonesia and China," a process that "requires trust, which is not always easy to find but does exist." Creativ-

ity and energy are important factors that set BPD Washhouse apart from competitors. Curtin says, "We are more dynamic and fun. We inspire." He generates ideas by "hanging out with creative people and reading about successful people," and displays a recognition of endless possibilities when asked about the future of his company: "We plan to promote sustainability in a commercial way. Additionally, we want to expose the denim behind the scenes to the ultimate consumers. Maybe a reality TV show? Relaunching our brand, Washhouse Denim?"

Curtin has extensive experience in denim development from previous jobs at Tommy Hilfiger, Converse, and Ann Taylor LOFT, positions which allowed him to "meet[] new contacts and make[] new friends in the business," thus preparing him for his current role as CEO. When asked for advice for those who may want to pursue an entrepreneurial career, Bill explains, "There is not a formula. You just need to have the ambition to take the risk. Once you start, you won't stop."

There is much to learn from Curtin's approach to life and business. Inspiration, dedication, and creativity are qualities seen throughout the company's work and in Curtin's approach to his career, and each project is built on learning from past experiences. Each day is different from the last, which keeps him and his team motivated and successful. With an emphasis on teamwork, innovation, and sustainability, Bill Curtin and BPD Washhouse have a very bright future ahead of them.



THE BIGGER THE BETTER

by Savannah Thornton

Fashion is a creative way for many people to express their individuality. Unfortunately, however, up until recently a large proportion of people in the U.S haven't been able to express themselves because a majority of clothing brands didn't carry their size. People who were considered "plus-sized" (size 14 and up) had very few options apart from large baggy shirts in neutral tones. However, today the Plus-Size clothing industry displays drastic growth. Brands like Torrid and Lane Bryant are solely for larger women, and other stores like Forever 21 and Charlotte Russe now have plus-size clothing lines. It's no wonder many companies are beginning to produce larger sizes, as in 2016 alone the industry sold \$21.4 billion dollars worth of apparel (Coresight Research 2018). Statistics show that "the average American woman wears a size 16-18," so it's not surprising that the industry has been extremely profitable (Coresight Research 2018).

This shift in the fashion world is not only beneficial financially, but also culturally. It isn't surprising that the plus size clothing industry was virtually nonexistent until recently considering many movies, television shows, etc., depict larger people as lazy, stupid, and impulsive. This false stereotype causes low self-esteem for many, and it

definitely didn't help when one walked into a clothing store with rail thin mannequins advertising the clothing. Brands like Victoria's Secret have created unrealistic body expectations for women. The former CEO of Abercrombie & Fitch was even reported saying that they made their clothing smaller because he only wants "thin and beautiful people" representing their brand (McGregor 2013). However, the Body Positive Movement has revolutionized the way people view others based on weight. For example, in 2016 Sports Illustrated put plus-size model Ashley Graham on the cover of their magazine, which was a first. These changes have shown that there isn't only one "healthy" body shape.

Something as simple as a dress can change the way people perceive themselves. Fashion has the power to generate confidence in people, and people who are considered plus-size are no longer excluded from that. They have so many more options to express themselves through a variety of styles. Hopefully, because of recent acceptance and awareness, there won't be "regular" and "plus-size" lines in the future; stores will carry clothes made for everybody, because everybody deserves to feel beautiful and confident no matter their size.



wetpaint.com

ASHLEY GRAHAM



AKPraise.com

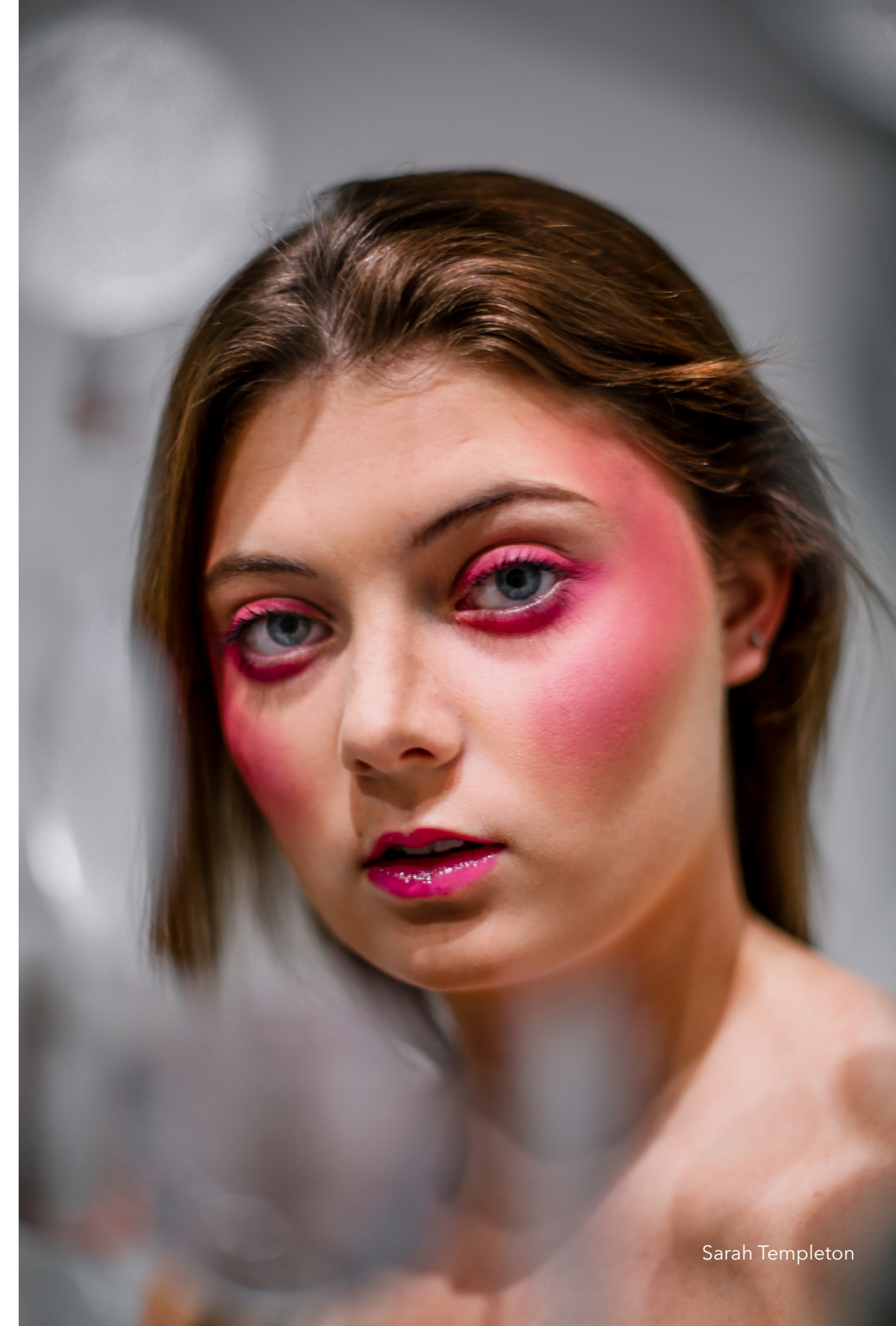
TESS HOLIDAY



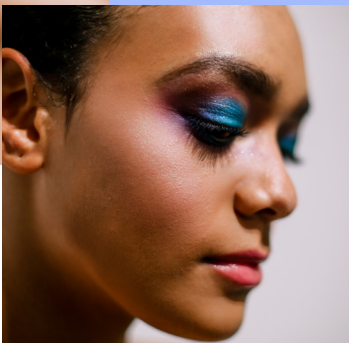
BOLD FACE FORWARD

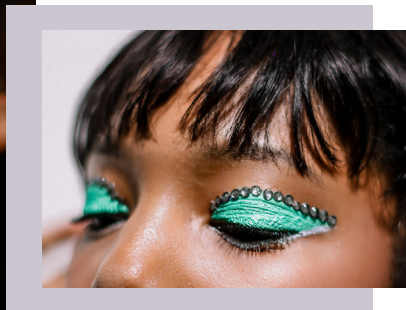
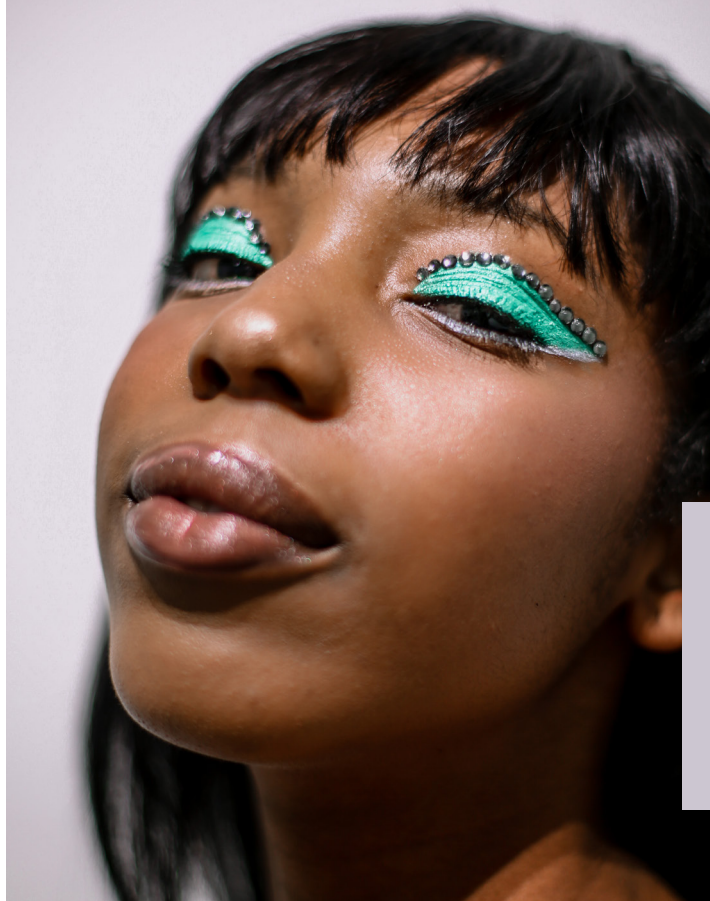
photography by Olivia Fields
beauty editor: Ali Reynolds
makeup by Stephanie Lopez, Christin Walls, Meagan Charles,
Pierce Pittman & Olivia Gauthier

Step into the uncomfortable this season-- in life and in makeup. Explore radical hues and sharp geometrics that will have you feeling totally rad, inside and out.



Sarah Templeton





Beauty looks taken from fashion shoot







Dream *Queens*

Drag Performers Meta and Angel
Fazce Share Favorite Style & Trends

by Shantrisse Broughton

Meta



Angel Fazce



Earlier this semester, I attended Silver Linings, a drag benefit in Athens for the Stacey Abrams campaign. While there, I met two wonderful drag queens named Meta and Angel Fazce and later had the opportunity to interview them. Over the course of our conversations, I learned a lot about drag style elements, their favorite trends, and even got a few style tips. For the full interview, visit our blog at littleredbookmag.wordpress.com.

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1. Do you think that there are things unique to the drag style where you live that you wouldn't be able to see as much in other parts of the country?

Angel Fazce: "I haven't traveled much outside of [the south] but I know how seriously people take pageantry [in Birmingham]. A lot of time, money, and work goes into it, and [the result] is something to behold."

Meta: "I think every queen in and of herself is unique. You're never going to be able to find another Alex Suarez, or another Video Tronic or another Cola Fize. All drag is inspired by other drag and inspired by references that are accessible all over the country [and the world]. So while queens themselves are unique, you can find drag of similar inspiration in other places."

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2. Our theme for this upcoming issue is 70s/80s glamour. What are some of your favorite trends from that period? Are there any trends that you wish you could bring back?

Angel Fazce: "Big hair, experimentation with accessories and colors, and clogs. [I would bring back] the freedom to be tacky, garish, cheap and overdone. Of course we could do those things now but it's not in vogue."

Meta: "I think that trends from the seventies and eighties definitely are making their way back into modern culture. I think the really gaudy, uncommon, 'everyone's trying to be an individual' attitude of [that time] is really prominent in our culture today... In an era of social media where you see everyone striving to achieve one look, you now have a sub-culture of people trying to throw that out the window and develop their own unique style. Which I think was a very important influence in the seventies and especially the eighties. I love that about that era."

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3. Do you have any styling tips that you would like to share with our readers?

Angel Fazce: "Don't forget to wear bracelets. Don't be afraid of being too much. Bring excess back."

Meta: "A look has to be fully developed and fully formed to have the effect that you want it to. You can't just be wearing something nice and forget your hair and makeup. It has to be cohesive and interesting head-to-toe... [Also], express yourself as much as you can. Don't confine yourself to one look or to what you think is safe...Try crazy things because it makes life interesting."

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After talking with Angel and Meta, I found myself inspired by their focus on creative personal expression. Like them, we shouldn't be afraid of showing the world who we are - live loudly, act proudly, dress like the wonderful, wacky person you are, and, above all else, always, always, always be yourself.

FOUR THINGS YOU CAN LEARN FROM YOUR MOM'S BEAUTY BAG

by Sarah McRae



BarelyThereBeauty.com

1. STICK TO THE CLASSICS AND FIND YOUR FAVORITES.

If your mom is anything like mine, you know that she always sticks to the same products - her tried and true. Look back on some of the best old school makeup that is still sensational today. I think of Maybelline's Great Lash, Coty Airspun Loose Powder, and Dove Beauty Bar.

2. HAVE A SHADE OF LIPSTICK FOR EVERY OCCASION

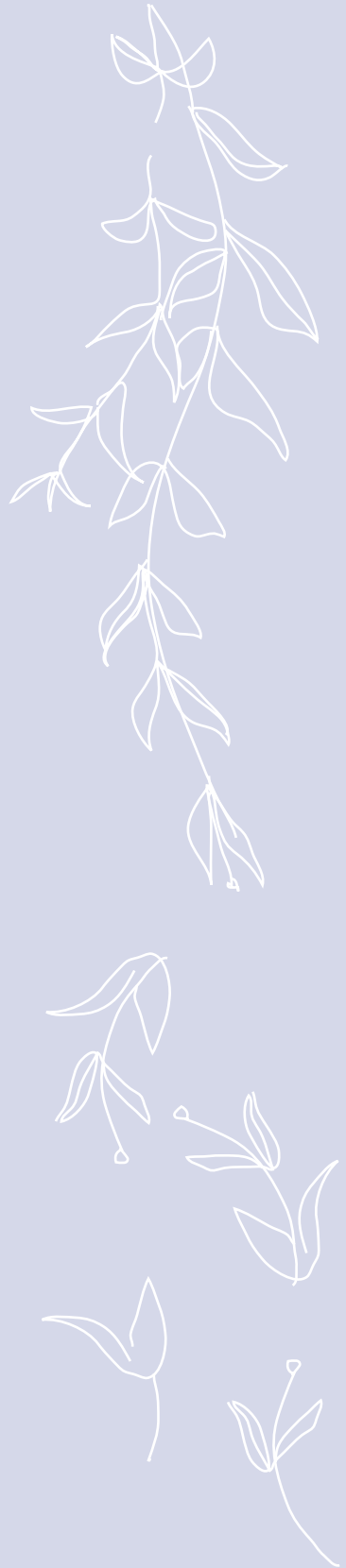
Putting on a flattering lip shade can elevate your look to new heights!

3. HAVE YOUR SIGNATURE SCENT

One of my favorite things about my mom is that before even seeing her, you know she's in the room because you can smell Aerin Rose de Grasse.

4. IT'S NEVER TOO EARLY TO CARE ABOUT YOUR SKIN

A common misconception is that you shouldn't use anti-aging products if you aren't old. Even at this age, we perform simple and easy tasks to prevent our skin from early aging. One tip from my mom that I've learned is to always put on sunscreen. Even if you don't spend the whole day out in the sun, it's vital to shield your skin from harmful UV rays that will cause wrinkles and sun damage.



**GREEN IS THE NEW BLACK
PLEASE RECYCLE**

