



# EMBRACE THE CHAOS



## Bold, Messy Authenticity

In recent years, a cultural focus on quiet luxury has renewed an emphasis on understated elegance and subtle branding. Despite being introduced over 40 years ago, the Birkin bag remains the ultimate accessory to communicate exclusivity and status.

Yet, Jane Birkin, the woman the bag was named for, never treated hers as a luxury item. She added patches, tied silk scarves to its handles, and stuffed it full of her personal items — a direct contradiction to the bag's untouchable image. This unconventional styling choice of hers vividly reflects how sleek minimalism is now giving way to something bolder, messier, and more unapologetic.

Want in? Here are a few ways to embrace the chaos.





## Embroidery

Machine-made perfection is the norm in an era of mass production. Go against the flow and pick up a needle and thread. Embrace the imperfection of hand-stitched initials, or go a step further and freehand a pattern. Turn any mistakes into a design choice. Crooked lines and misplaced stitches add a level of authenticity. Try a lazy daisy or French knots and see what you can come up with using running stitches, backstitches, and satin stitches.

Play around with seed beads for a touch of texture. Try your hand at various items and fabrics, such as denim jackets or canvas bags. Embroidery offers the chance to breathe new life into items that would otherwise be discarded, making your clothing feel refreshingly human.

## Charms

Just like how Jane Birkin's trinkets transformed her namesake bag, deck out your everyday items, such as your boots or backpack, with charms that tell a story. Thread beads through your shoelaces or clip keychains to the strap of a tote bag. Learn a new skill and DIY your charms using eccentric knickknacks.

Don't be afraid to use meaningful items, such as souvenirs from a vacation or friendship bracelets from your childhood. Let your charms come to you, telling their own unique story as they add to a collection that will build over time.

## Patches

Right at the intersection of function and artistry, patches have long woven their way into history for groups that rebel against the standard. Find your own pieces of this history at flea markets or antique stores. Add modern patches to reflect what will become your past and stitch them onto sturdier fabric for the best effect.

Can't find a patch you like? Create your own from thrifted fabric, whether it's combining multiple scraps to add a pop of color to jeans or painting a landscape onto a piece of cloth that can be added to a jacket. Repair items with flair and easily add personality to your wardrobe.



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