

THE BUZZ

Pretty Things to Make You Happy

Flower by Edie Parker's colorful mid-century-inspired collectibles are made for friends in high places.

The first brand to fully merge the worlds of fashion and flower, Flower by Edie Parker is the line of cannabis and smoking accessories that portray the same clever, fashion-forward wit as its namesake, Edie Parker—the accessories brand known for its signature acrylic clutch handbags. (We're partial to a pink one emblazoned with a cursive "weed" in big, bold letters—subtlety is overrated.)

"Edie Parker is all about surprising and delighting and displaying your accessories—showing them off, whether it's a handbag or an ashtray," says the brand's founder Brett Heyman. Under her direction, Edie Parker launched Flower by Edie Parker in early 2019, not just as a cannabis-adjacent accessories line but as an actual cannabis line with Edie Parker Flower THC products available in California and Colorado (Michigan and Massachusetts on the way).

The progression into cannabis came naturally for the Edie Parker team. Riding the high of the successful launch of its home collection in 2016, the small, all-female group knew there was still so much more they could do. The fashionable women with refined-yet-playful sensibilities began talking about "the lack of considered—and frankly pretty—cannabis accessories," Heyman shares. "Everything in our experience has been either something you buy in a



PHOTO COURTESY OF EDIE PARKER

headshop or something extremely masculine, or something that felt very medicinal or like things you hide away in your drawer.”

The line is cheeky in the best of ways, with nary a fan leaf marring any of the offerings. “We’re accessory designers,” Heyman laughs. “We would never do something that obvious. We are used to marketing products that can infer something. You know what it’s for—you know it’s end use—but it doesn’t have to be hitting you over the head.” (The limited-edition “This is How I Roll” t-shirt collection that dropped earlier this year exemplifies this sentiment. See the one picturing two fried eggs and the phrase “these are your boobs on drugs” for proof.)

Elsewhere in the very giftable Flower by Edie Parker line are stash jars, hard-edge lighters, grinders, rolling trays, joint clips, doob tubes (“supHerb storage containers”), “Weedie Parker” smell-proof stash bags, and a bunch of other colorful covetables. But what we covet the most is the tabletop lighters, which start at \$450 and come nestled inside their own ashtrays—because that’s how they roll.

PHOTOS (FROM TOP): COURTESY OF SUPERETTE; EDIE PARKER



BY THE NUMBERS

15 MARKETS

The number of markets across the U.S. about to publish print issues of *Sensi* in April 2020. Then COVID-19 hit

∞ LOVE

For everyone who kept the faith and kept us going—yes, you included. We couldn’t have done it without you: our team, our clients, our friends, our families, our readers, our cannabis community.

93 MAGAZINES

The number of digital-only *Sensi* magazines we’ve made since April 2020. No, really! You can read them all at sensimag.com. So. Much. Good. Content.



Sup reWork Sweet Nature Crewneck (\$120), Superette & 4ye

Vintage garments made modern with hand-drawn illustrations depicting cannabis culture make every item in the Superette + 4ye collab a win.

[HIGH] FASHION-FORWARD

While we were away, we kept our eyes on these brands—the coolest kids in cannabis right now. Except for the grannies. They’re the hippest grannies in the game.

Fleur Marché is the one-stop-shop for rigorously vetted, top-tier CBD products and brands. **Tokyo Smoke**, the hip Canadian shop for the sophisticated and curious cannabis explorer, is for “those who embrace high design and alternative states of mind.” **Mister Green** is a lifestyle brand and retailer that distinguishes itself through “a minimalist design sensibility and dedication to a new cultural perspective.” **Miss Grass** is a brand on a mission to make the world good at weed. (We’re *obsessed* with the “Good at Weed” sweatpants.) Designer Adam Lippes is a partner in the LGBTQ-owned and led **Farnsworth Fine Cannabis** in the Berkshires, where the luxury dispensary is stocked with vintage accessories, including an old lighter of Jack Kerouac. **Sundae School** is where cannabis meets casual streetwear collections. **House of Puff** makes luxury smoking accessories for the modern woman and was founded by a former art mag editor—and we’re obsessed. **Superette** is a retail brand dedicated to “creating moments of delight” and making buying cannabis and accessories as enjoyable as consuming it.



sensIBILITIES

BY STEPHANIE WILSON, EDITOR IN CHIEF

1 BONG CARTS ARE THE NEW BAR CARTS. It's gonna be the hottest home decor trend of 2022, just you wait...as long as we can get people over their hang-up about the word bong. The whole bong cart concept: fire. Getting people to call their newly transformed bar cart into a holder of bubblers and bud by its obviously awesome name, the bong cart: not so fire. Let's troubleshoot. My Insta DMs are open, @stephwilll.

2 POSHMARK TIP: Never buy an item outright. Hit the heart, like the item, and sit back and let patience be a virtue. Typically within 24 hours, the seller will offer you a discounted price and boom! You've saved money and you are a proud consumer supporting the circular fashion movement, breathing new life into a used item. Everybody wins.

3 APPARENTLY THERE'S A POSHMARK FOR GEN Z and it's called depop, but I cannot confirm or deny whether there's a heart for you to like to potentially save money because I'm the most elder of the millennials and only just learned about depop via *New York* mag earlier today.

4 PELOTON'S GOT NOTHING ON SOULCYCLE, and this is a stance I will ride until I die. Sure, I'll be riding a Peloton, but I'll be doing it to the beat of the music playing from my iPad where I'm streaming one of Ross's motivational movement therapy classes from the Equinox app.

5 BUT THE EQUINOX APP has absolutely nothing on any class taken at any studio IRL. Real humans bring real energy into a room that can't be replicated even in the best virtual setting. There's no digital substitute that measures up to the human connection.

6 "TIE-DYING" IS NOT A EUPHEMISM for recreational drug use. Long story, but a funny one. I'll tell you it the next time I see you in real life.

High 5

After a full year of enduring the same old, plain old things day after day, we all deserve a break from the ordinary. These items elevate your consumption ritual to an art.



Products

- 1. Crack is Wack Rolling Tray (\$60)** by K. Haring Glass Collection
D.A.R.E. was right in this case: crack is wack indeed.
- 2. Cookies X Stündenglass Gravity Hookah (\$600)**
A work of engineering art in a sleek design that can send you to the moon: this thing offers a full 360° of "woah."
- 3. Nude With Attitude Matches (three for \$12)** by Higher Standards x Rogue Paq
These retro matches will quite literally charm your pants off.
- 4. Gucci Swirls Resort Collection Rolling Papers (\$28 for the kit)** by Papers + Ink
Spark an abstract ode to the cruise collection with these custom-printed organic papers
- 5. CBD Ritual Wild Berry Gumdrops (\$45)** by Lord Jones
Hand-crafted confections with natural fruit essences and 20 mg hemp-derived CBD in each must-taste morsel. Gwyneth Paltrow and Oprah Winfrey approved.