




# LUCID 8 STREETWEAR

'Sustainable' and 'streetwear' used to be two words rarely used in the same sentence. Now, they go hand in hand. Helping make that connection is Laura Vogt, founder of Lucid 8 Ethical Streetwear.

@lucid8\_ethicalstreetwear   
 DivineDragonSpirit   
 /Lucid8ethicalstreetwear   
 lucid8unisexapparel.com



Urban and festival fashion is now firmly rooted in the culture of the past. 1990's sportswear, 1980's disco wear and 1970's hippy threads can all be seen with one quick trip to the portaloos at Bestival. One woman who has embraced this trend of nostalgia and is determined to keep it current is Laura Vogt, who began collecting festival T-shirts and upcycling them to sell on eBay in 2009. Almost 10 years later, and Laura is at the top of her game, with her own clothing website and over 1000 followers on Depop to boot. "I love finding awesome vintage pieces at local street markets and charity shops," she tells us. "A lot of the streetwear pieces I've collected over the years have come from online underground labels around the world." Key to the success of Lucid 8 boutique has been Depop, the app Laura used to get her business off the ground and appeal to her target demographic. "I first discovered Depop around 2016 when I was looking for another platform besides eBay to sell streetwear and vintage clothing. I felt it was best because it's set up like Instagram and the fees are more affordable." Now a seasoned pro, Laura still uses her Depop account to sell a large amount of her clothing, despite the success of her website. As somewhat of an expert, Laura has some words of wisdom

to pass on for first time Depoppers. "Consistency is key," she advises. "If you are serious about making money, you will need to make time to upload at least 3 clear photos of each of your items, write detailed descriptions, and use the hashtags correctly, relating to the style or niche of your shop." As we love to hear at ReFresh, Laura also prides her shop on being an ethical boutique. Her website details the dangers of fast fashion with solutions on how to buy more ethically, something close to her heart. "The fashion and textile industry accounts for 1.2 billion tonnes of total greenhouse gas emissions each year, that's more than all international flights and shipping combined" she informs us. By focusing on streetwear, Lucid 8 boutique has brought ethical clothing to the youth of today, with fashionistas everywhere actively promoting and tagging her brand on social media. "It is my intention to educate youth about sustainable streetwear and demonstrate how vintage fashion can fit into any urban and stylish wardrobe. By hunting for that prized pre-loved piece, you are helping to improve your own unique style, the environment, and fashion industry at the same time." And it doesn't just stop there. The boutique welcomes new designers from across the globe to join an ethical designer network, currently consisting of 14, spanning the UK,



Australia, USA and Asia. With no plans to slow down anytime soon, there's already talk of development. "I'm currently planning a business expansion offering education and advice to the #sustainablestreetwear community" Laura reveals. "40% of millennials shopped the resale market in 2017, and as more people are learning how to include vintage into their wardrobe, there'll be fewer people who think second hand fashion is boring." So if you're looking for an outfit for an upcoming festival and don't want to end up as a carbon copy of all your mates, head over to Lucid 8 boutique. A treasure trove of unique garments that have been sourced and reworked with love, you can rest easy in the knowledge that your piece will have come from someone who really cares.