EDITORS LETTER

Welcome to the first issue of 'Refresh,' the UK's only magazine devoted exclusively to the world of recyclable fashion. We cover all clothing vintage, second hand, reworked and upcycled, working to dispel the myth that options outside of the high street are outdated or limited. Our brand maintains a strong ethos by making the environment a priority, offering an alternate means of style to the damaging world of fast fashion. The magazine will appeal to lovers of fashion who want either a more affordable and unique way to keep stylish, or care deeply about the environment. We also provide a platform for up and coming designers to showcase their work. Our readers won't just find information in the magazine, they'll find a welcome community and the opportunity to promote themselves as a style star or a designer. Our readership consists of like-minded, environmentally conscious fashionistas who are willing to support brands and businesses with the same ethos as them. It goes without saying that they are interested in fashion, so fashion advertisements will feature. However, these will exclusively be from ethical brands, vintage stores or chain charity shops, such as White Rose in Nottingham. Larger chain stores may feature if they are ethical or have a vintage section, and ethical beauty brands are welcomed. We also encourage the idea of upcycling clothing, improving old pieces through easy DIY. Readers are encouraged to post pictures of their upcycled, recycled and vintage looks on Instagram using the hashtag #refreshyourwardrobe. Enjoy this issue, where we talk to Laura from Lucid 8 boutique, the store bringing sustainability to streetwear. Plus, blogger Ethical Bunny chats to us about ditching fast fashion in the name of the environment. As always, keep sending in your outfit pics, and remember to use #refreshyourwardrobe.

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Alex Chrysostomou
xx

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