

rewrite.

connect. educate. inspire.





Letter from *Grace*

Welcome to Rewrite. An on-line network that connects people with the common interest of sustainable fashion, inviting participants from all areas of the industry in an open forum to connect, educate and inspire each other on their sustainable journeys, whatever that looks like for them. Rewriting our own fashion futures.

Rewrite is inspired by my own experience in New Zealand Fashion and is driven by my aspiration to make sustainable contributions. For the final project of my five-year degree, I wanted to create something true to who I am and how I plan on progressing in the fashion industry. I have collaborated with creatives in my community to visually realise this concept and, in doing so, have demonstrated the power of connection .

As these five years have passed, I have discovered that there is no one way to do things, no linear path to map out a career. You are faced with an industry so full of opportunity and my job as a student has been finding out where I fit in. On this journey, I have worked in the industry for a New Zealand label and with the sustainable fashion organisation Fashion Revolution. In my experience, we have this very special culture of openness and connectivity in our industry, allowing me to grow and explore my professional ambitions.

While at Massey, I have seen and felt the power of a network. Between students, lecturers and friends of friends, if there's a job that you need help with, tell everyone, and you're bound to find the solution. This was, in fact, how rewrite was born!

My experience as a student working in the industry has taught me the importance of connection; the most influential moments of my last five years have not been assignments but conversations. Whether it be students, lecturers, designers, mentors or colleagues, these interactions have driven me forward with an ever-evolving purpose.

Rewrite is about applying this to a sustainable fashion contribution, creating a platform that connects minds from all corners of New Zealand fashion. The knowledgeable, enthusiastic and determined, will come up with their own expressions of how that will work, all with the common goal of becoming more sustainable versions of themselves. It could mean the practice of mindful consumption, prolonging the life of existing garments or sustainable design and pattern making, to name a few solutions.

My goal for Rewrite is to create a network, inspired by New Zealand, that enables people to connect and empower each other on their sustainable journeys. Seeing this project unfold, with the help of talented creatives around me, I have been inspired.

My hope is that it inspires you too.

Rewrite

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the pitch.

Rewrite's story begins in a moment of desperation. Considering the bleak future of a fashion industry we all hate to love, we've decided to create a platform to connect people from *all corners of the fashion industry* with the ambition to be better.

As a result of some last resort thinking, Rewrite has become a *home base* for New Zealand's fashion family. Creating a space for the confused, the educated, the desperate, and the passionate, to come together and share journeys, stories, and most importantly, their knowledge.

Built on the foundational concept of strength in numbers, Rewrite is a space that allows you to create a network of *cheerleaders and inspirers*, celebrating each other with a culture of transparency and trust, two things our fashion industry needs a lot more of! We strive to facilitate an *all-inclusive, non-judgmental space* that encourages people from all backgrounds to connect.

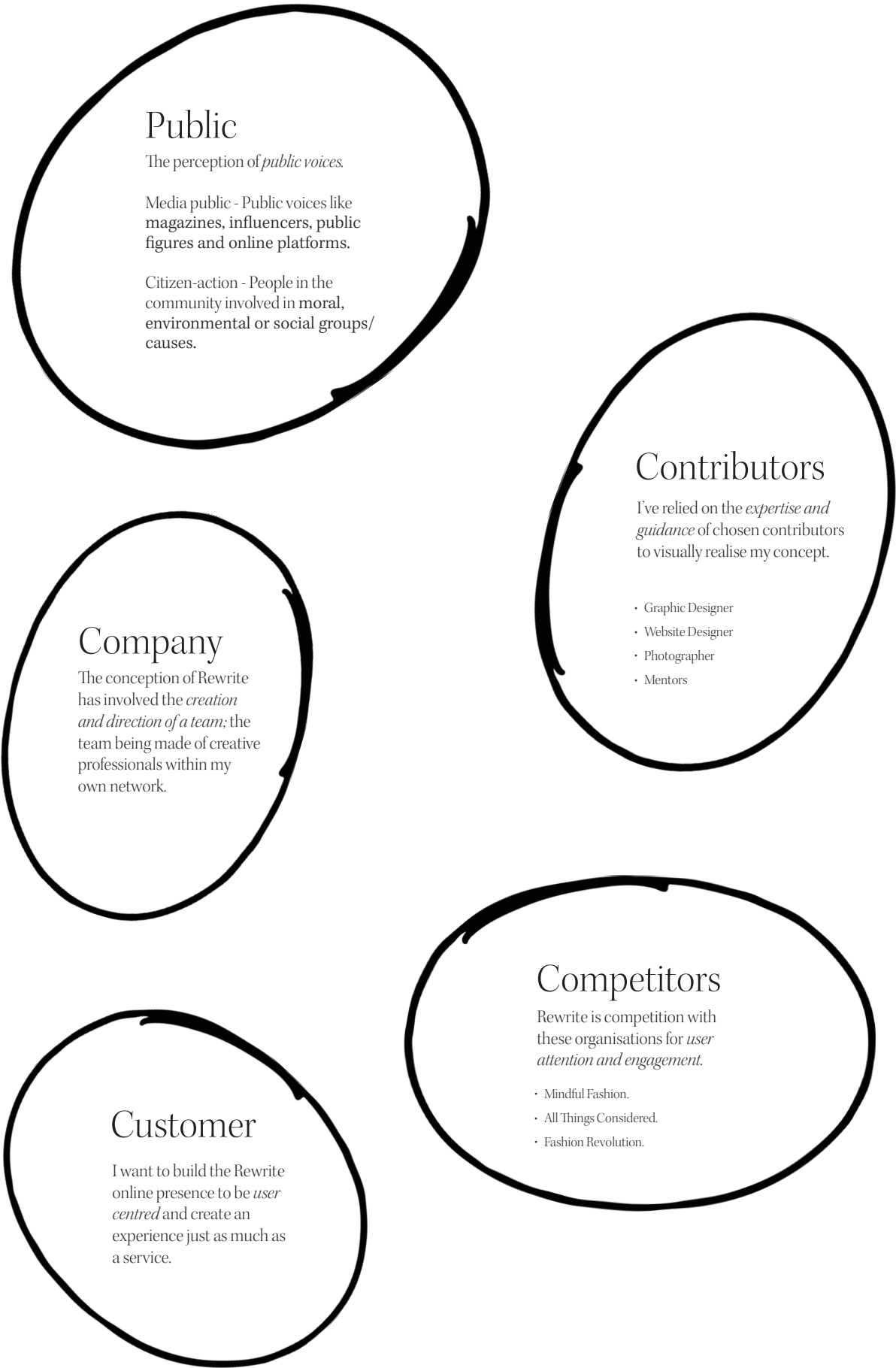
We understand that everyone is different; different lives, different priorities, different views, and we think that's fantastic! *There is no cookie cutter for the perfect person or solution* for the distressed state of our fashion industry; Rewrite is about rewriting your own fashion future, making effective changes that stick. Our goal is to support individuals and businesses on their mission to be more sustainable fashion contributors, whatever that means to them.

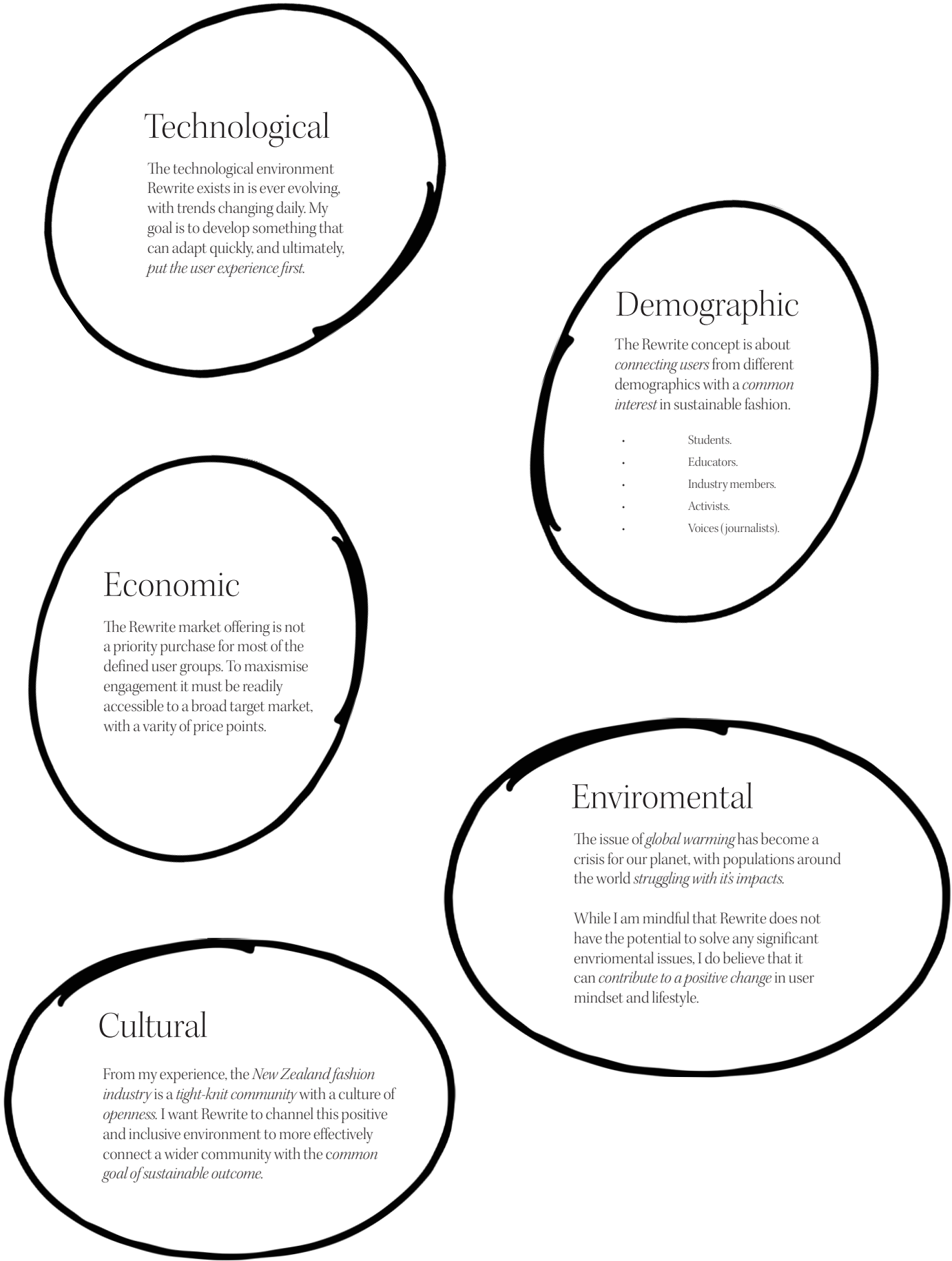
We provide *tailored subscriptions* for professionals and everyday people who want to change their impact and need a point in the right direction.

The long and short of it is; that we want to be the first port of call for your questions, worries and *moves toward a sustainable future*.









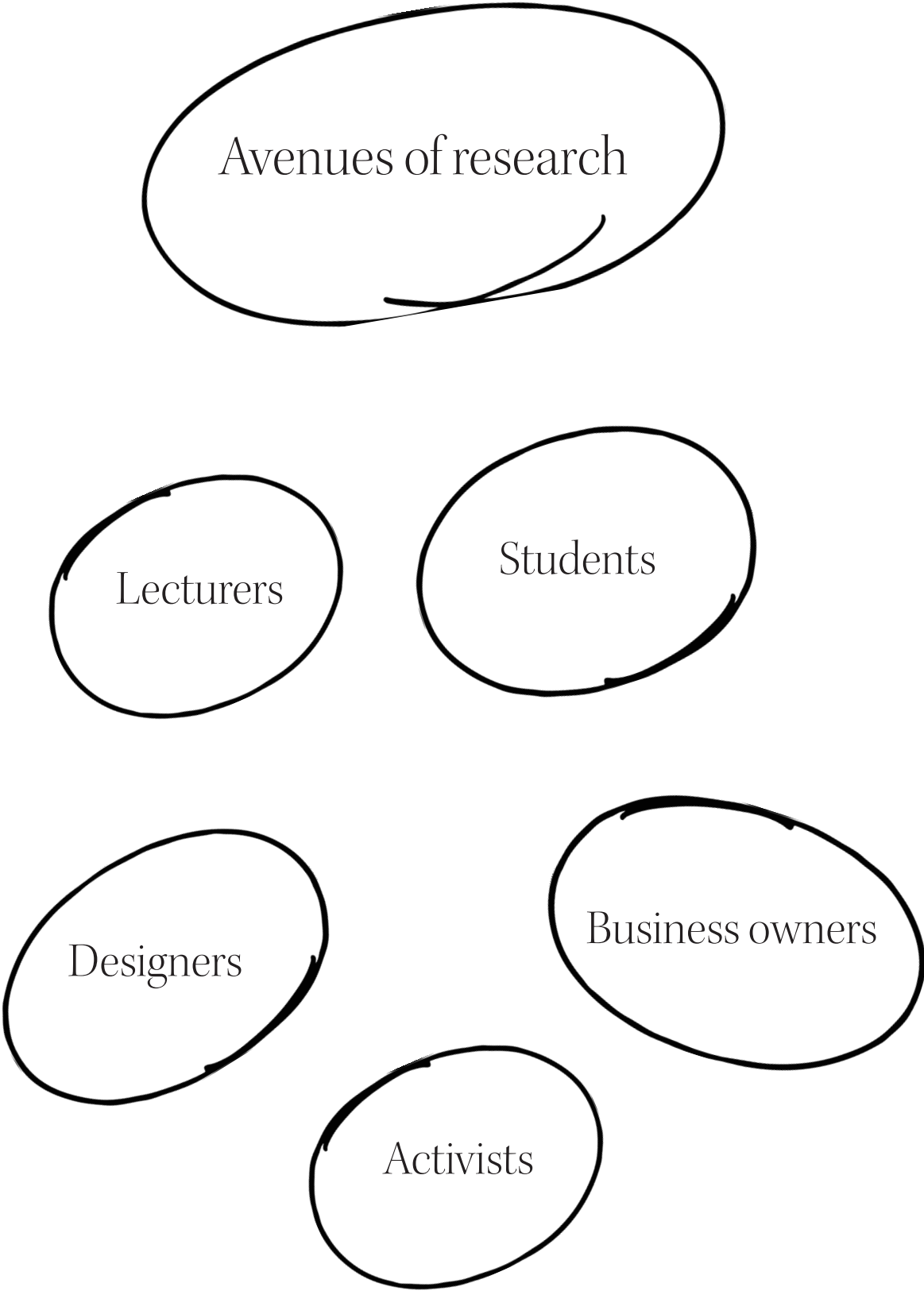


user designer.

Throughout the conception and development of Rewrite, I have considered *who I am designing for* and, more specifically, *why*. To realise this, I have created five user personas.

While these personas are imaginary, their design has been *informed by real* people who embody Rewrite’s target audiences. During my research and idea development stages, I spent time conversing with these people, discussing how Rewrite could *fit into their lives* and serve them with their sustainable contributions.

While this process has strengthened the validity of my concept and allowed me to create an outcome *indicative of the real world*, it has also inspired me personally. Speaking with different participants in an industry I am about to launch myself into has given me the opportunity to *explore my own professional possibilities beyond graduation*. This is something I intend Rewrite to achieve for it’s users.

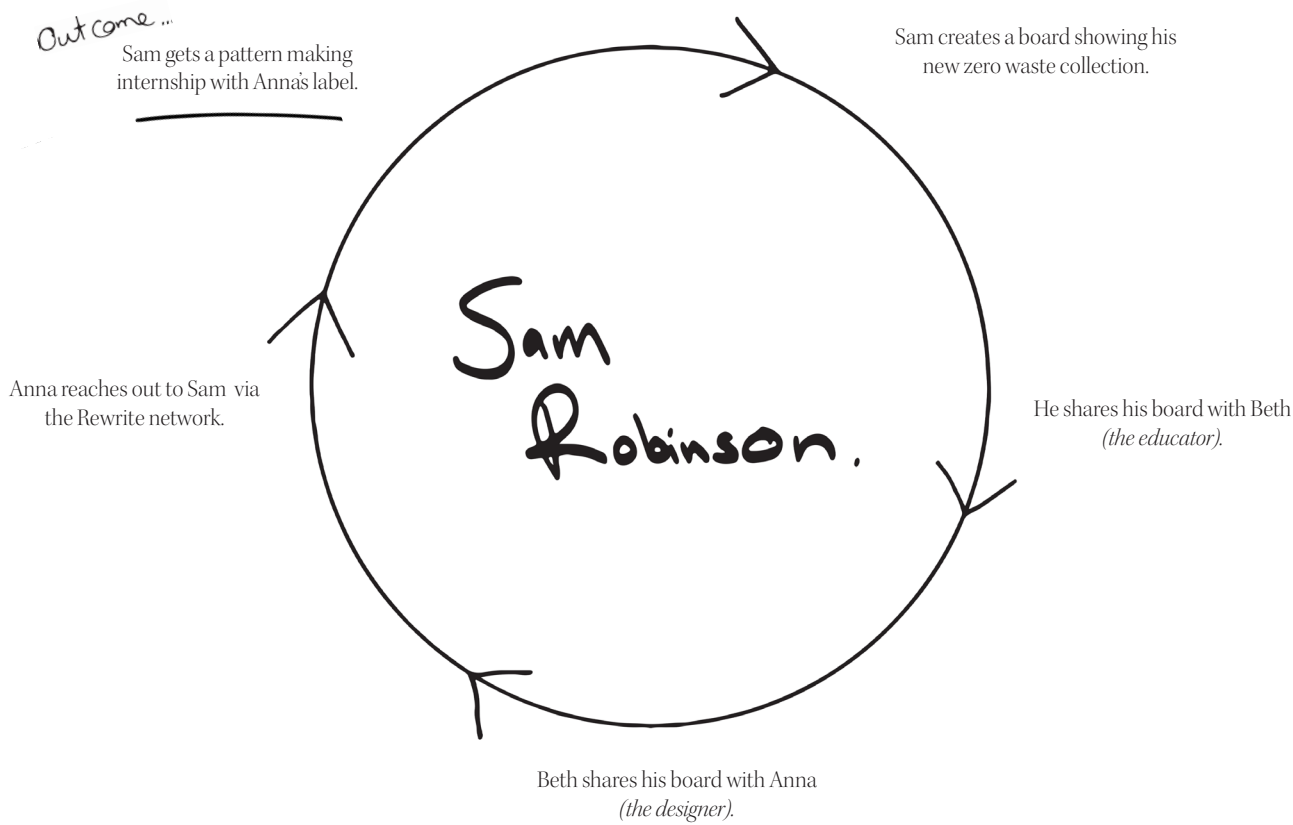


the student.

Meet the student, Sam Robinson.

Sam is an aspiring pattern maker, with a particular interest in zero waste pattern making. Currently studying at university, he wishes to expand his professional network and gain industry experience.

This is how Rewrite can help Sam...

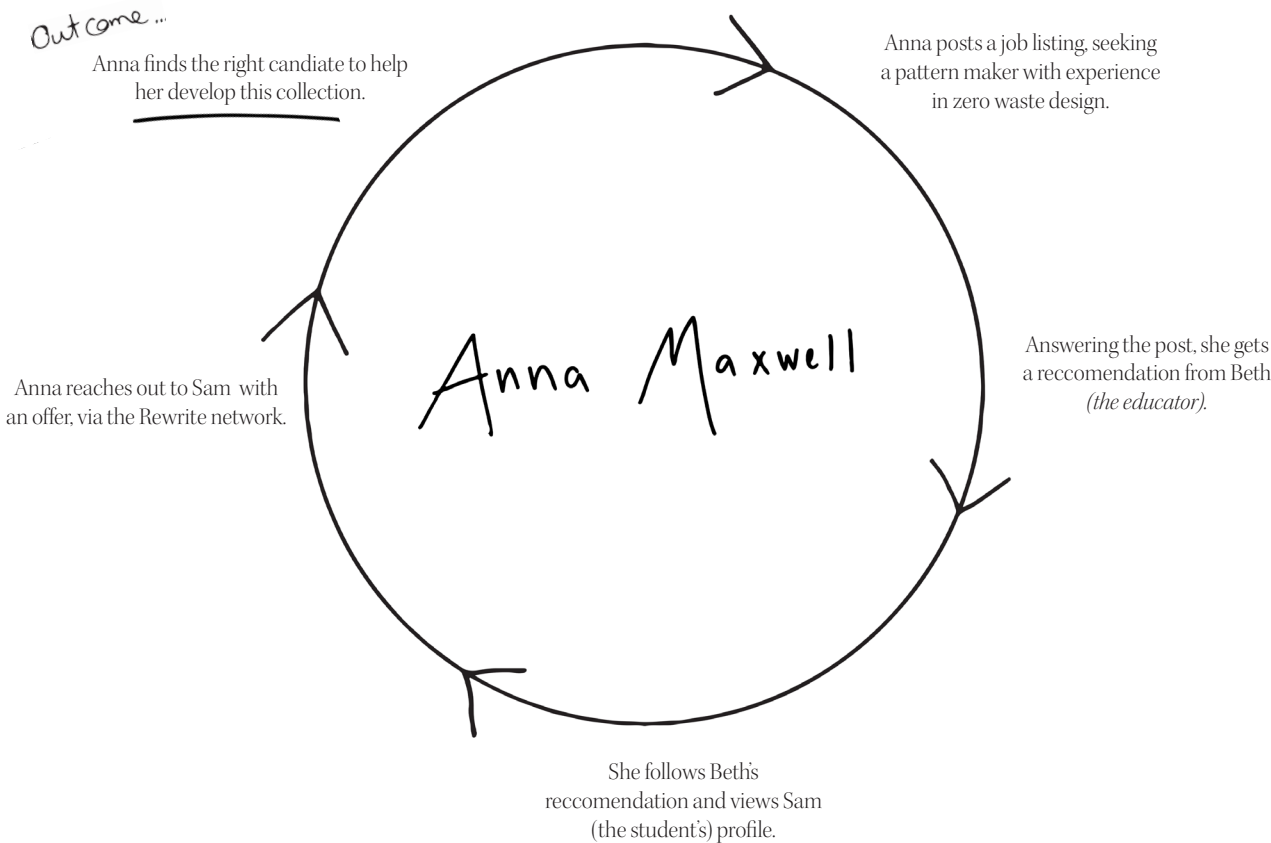


the designer.

Meet the designer, Anna Maxwell.

Anna is the owner and director of a successful fashion label in New Zealand. She wants her label to place more focus on sustainable design and needs help developing a zero waste collection.

This is how Rewrite can help Anna...

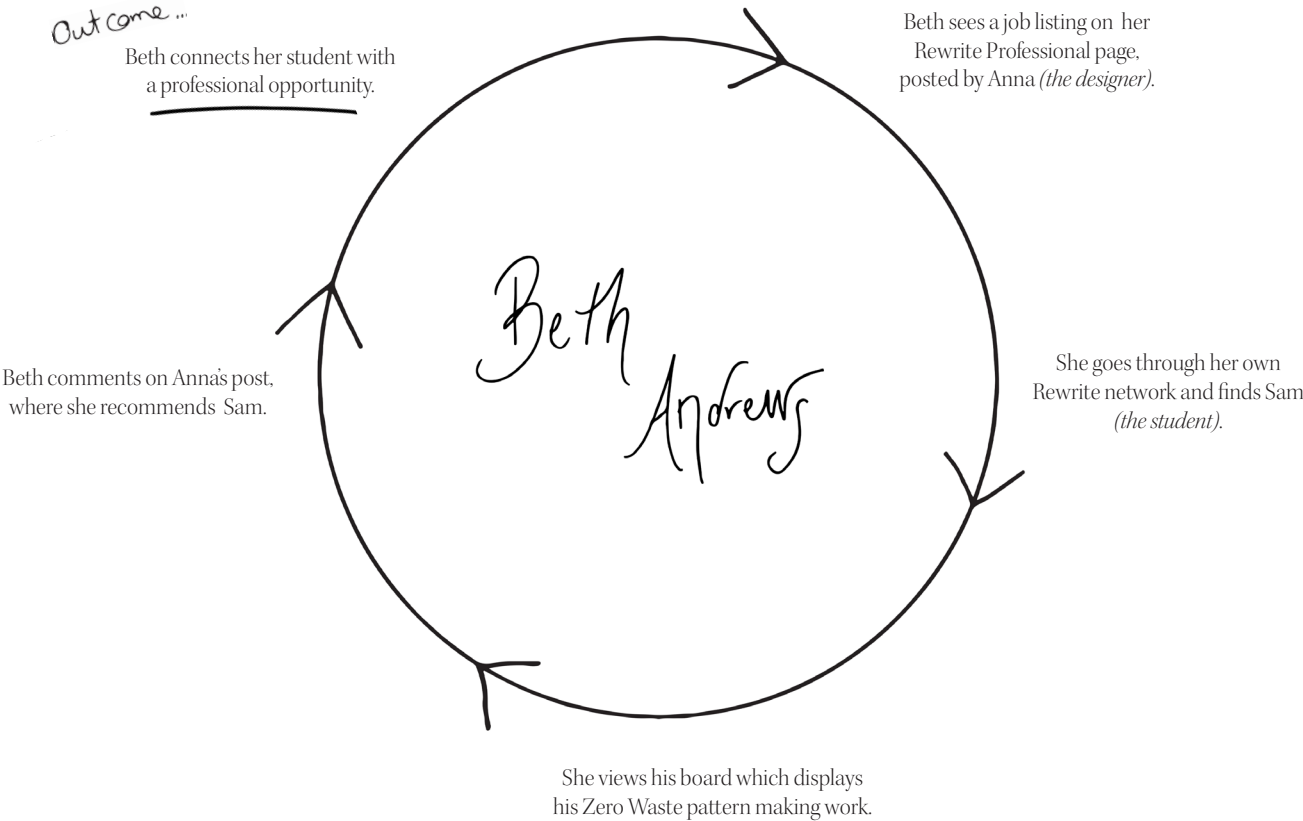


the educator.

Meet the educator, Beth Andrews.

Beth is a fashion design lecturer at a New Zealand University, with a particular interest in sustainable projects. She wishes to grow her professional network and use her connections to help students.

This is how Rewrite can help Beth...

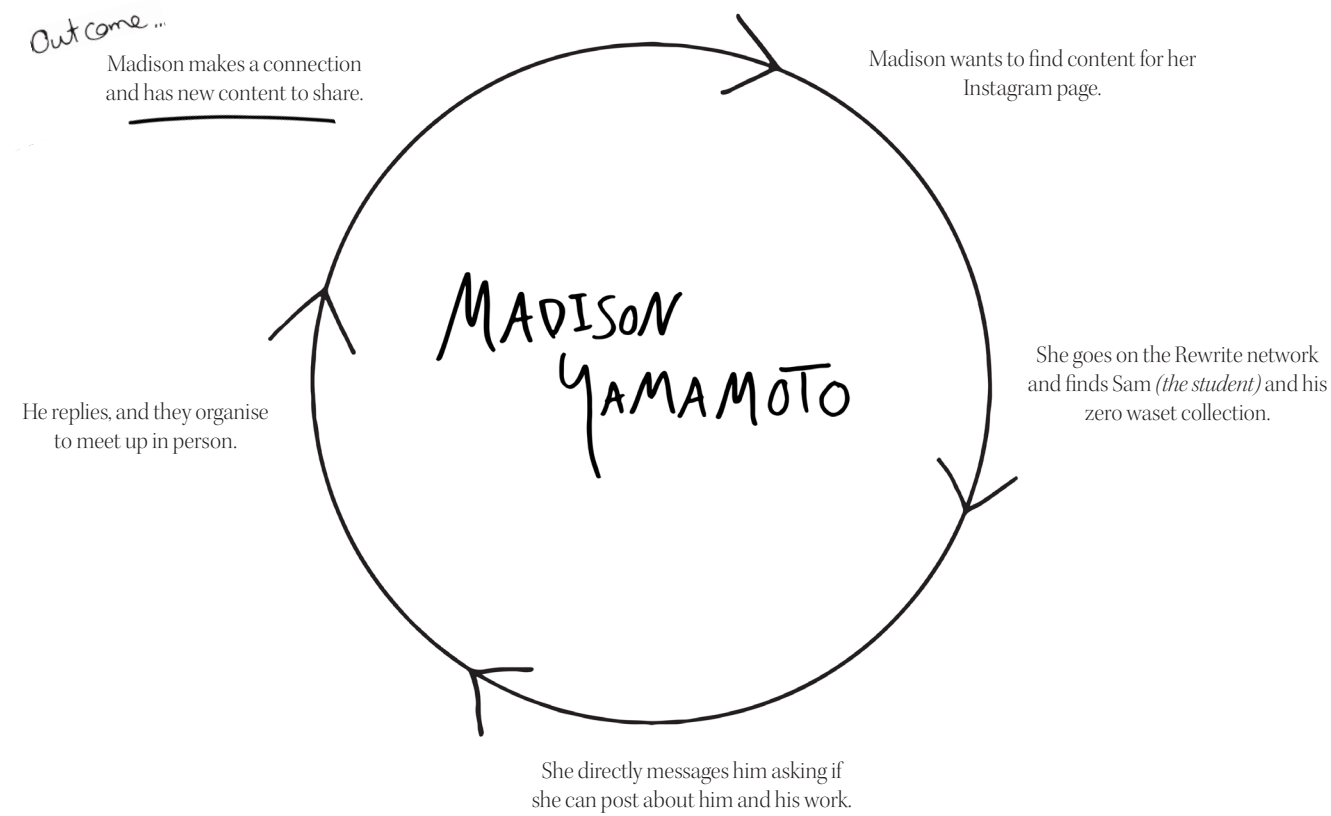


the activist.

Meet the activist, Madison Yamamoto.

Madison is a working graphic designer and online content creator, with an influential voice that promotes responsible fashion consumption. She wants to promote her activism and grow her sustainable fashion network.

This is how Rewrite can help Madison...

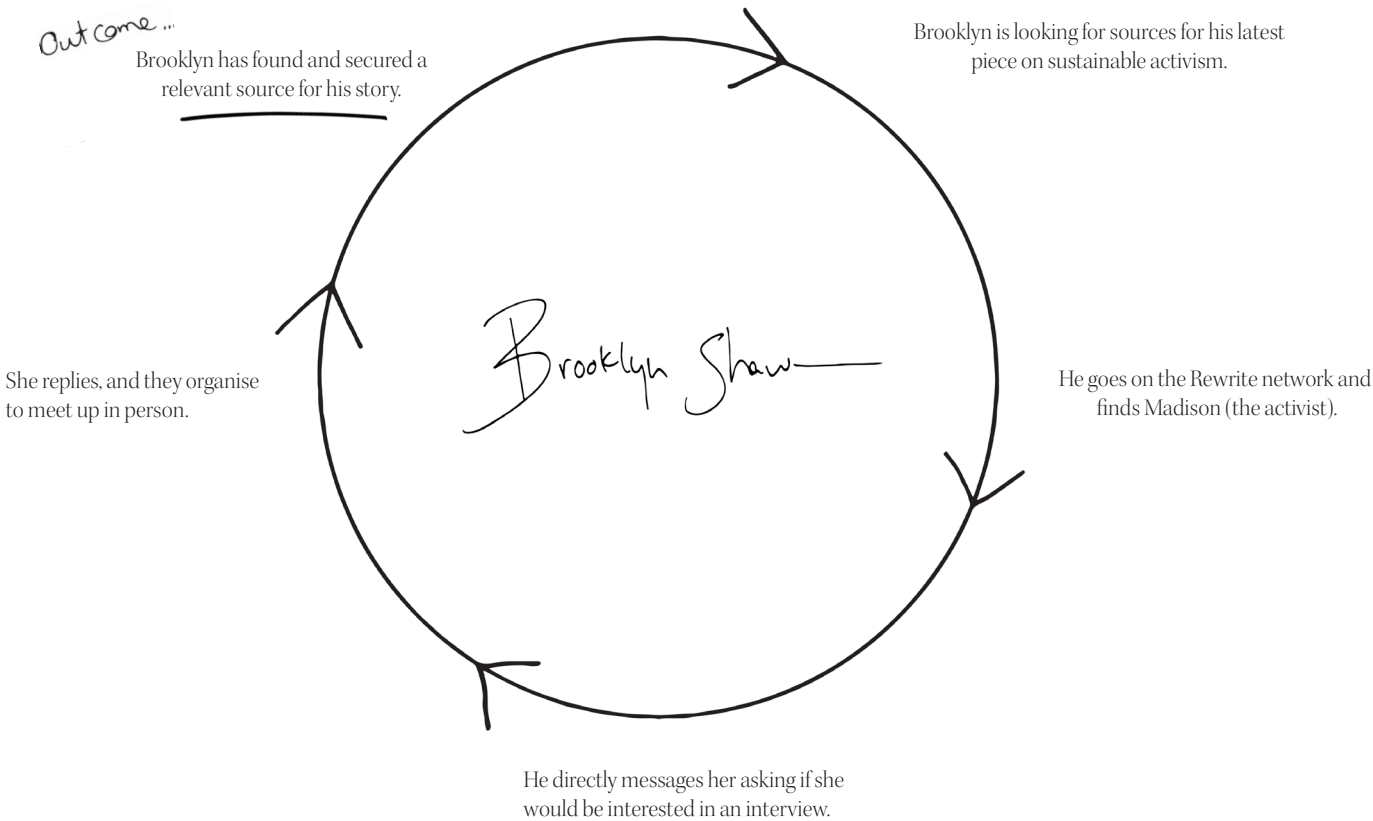


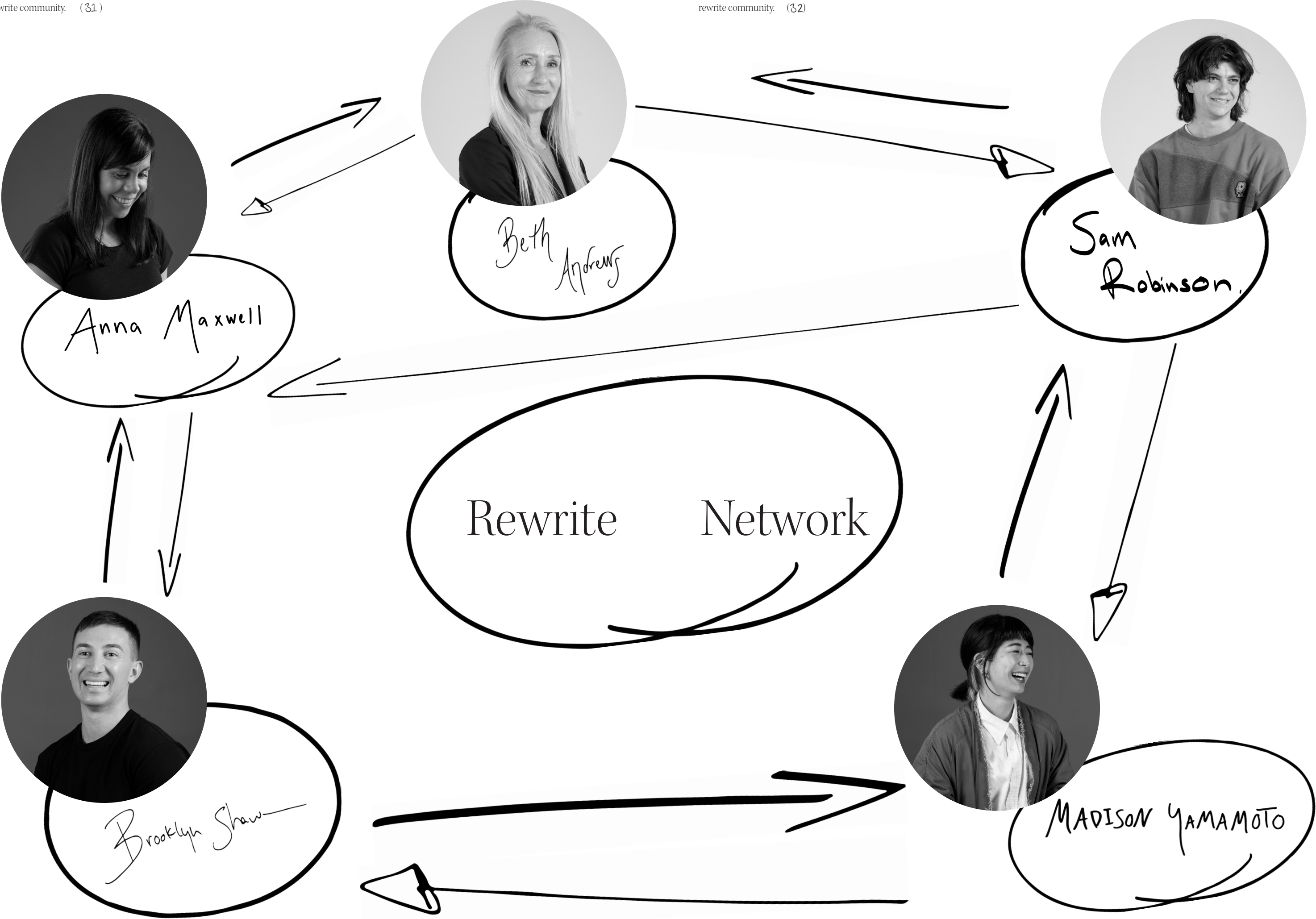
the journalist.

Meet the journalist, Brooklyn Shaw.

Brooklyn is a fashion journalist in New Zealand, with a particular interest in sustainable fashion stories. He wants to build his professional network and find inspiration/sources for his work.

This is how Rewrite can help Brooklyn...







Rewrite
newsletter.



The Rewrite Network.

A foundational purpose of Rewrite is to connect, and for each user this will mean something different. Whether it be advice on a university project, a gap in your team or simply a question you need answered, the Rewrite network is full of opportunity and here to help!



Rewrite Professional.

The Rewrite experience is what you make it. A student looking for an internship, a designer looking for inspiration, a journalist looking for a story; we want to help you on your sustainable and professional journeys, whatever they may be!

To make the most of your rewrite experience, we are excited to offer Rewrite Professional. A forum to connect users seeking professional opportunities in the sustainable fashion space with those looking for the perfect person to fill a gap in their team. With this subscription, Rewrite will help promote you and your goals to the wider network. Allowing you to post jobs/applications on the professional forum and placing your profile further up on relevant Rewrite recommended pages.

Promote yourself and your work with Rewrite Professional, and, in doing so, build a career that sustainably contributes to our fashion industry.

Rewrite
newsletter.

Rewrite Recommended Series



With so much incredible conversation happening within our digital home, we feel it is important to spread it far and wide, introducing the Rewrite Recommended Series. This month, we have Andréa van der Mee, Co-Founder of All Things Considered, speaking about the importance of transparency and shared information. We also have Jacinta Fitzgerald from Mindful Fashion discussing how community and collaboration can spark positive change.



You could be next!
Apply on the Rewrite community page.



Rewrite Feature

“The Impact of Globalisation on New Zealand’s Fashion Industry.”
Words by Rewrite founder, Grace Clarkson

With another year drawing to a close, fashion graduates work frantically on their final projects, all with the same looming question ... “what’s next?” Confronted with an industry in the midst of such immense change, the journey ahead feels like uncharted territory.

Listening to Juliette Hogan reminisce on her time in fashion school highlights exactly how extraordinary that change is. She recalls “when I was a student, we’d wait with bated breath until magazines were released, and then we’d be able to see what had happened internationally”. This experience is in stark contrast with my own use of the Vogue Runway app that provides crystal clear images of each look instantaneously as I sip my coffee.

In the last four years, we have learned about everything that is wrong with fashion, the waste, the lack of inclusivity or respect, and the irreversible environmental damage done to our planet. Still, we have also been in training to dive headfirst into the thick of it.

Fashion is infamously fast-paced and that only continues to speed up as globalisation envelopes us in opportunity and temptation. A lot has changed for New Zealand fashion in the last couple of decades. As Benny Castles, Director and designer of WORLD, points out, “Brands like WORLD, Zambesi, Kate Sylvester, Karen Walker, Trelise Cooper have grown up, and we have become identities of luxury in the New Zealand market, whereas kids are now going to grow up going, well WORLD’s not luxury, Louis Vuitton is luxury”.

With the world rapidly opening up and fashion enthusiasts armed with a digital 6 inch store sitting in their pocket, New Zealand designers have had to adjust to the new industry they work in. “There has been a massive change in how the industry offers itself to designers,” Castles reflects. “We used to go and sit down with about 3-4 different companies every season to look at their new fabrics for the season, now that just doesn’t exist, at all.”

As the industry speeds up, our nationally loved labels have had to adjust their businesses and creativity to ensure they aren’t lost in the sea of opportunity enabled by the internet. For Hogan “It means we have far greater relationships with our customers, because we can interact with them on a daily basis through social media.” While across the road at WORLD “It’s about innovating with interest”, in the form of their opulent range of international niche fragrances. This growth has been greatly facilitated through the effects of globalisation with Castles reflecting “We used to travel and meet and buy, and now people just send you an email.”



Globalisation has opened up a cosmos of opportunity for anyone with internet access. New Zealand labels can now dress people on the other side of the world, and New Zealand people now have an overwhelming amount of choice when shopping for their next pair of jeans. But as Jennifer Whitty a sustainable fashion systems researcher, designer, educator & consultant, reminds us, “If you’re not putting money into your local environment, how will it sustain itself?”

With those opportunities comes a challenge: to understand and support our national designers, but also our environment, which is compromised with every purchase we make. Purchasing from local, high quality labels like Juliette Hogan or WORLD instead of COS, is a way of supporting our local economy and creativity. But it could also be an opportunity to engage in a slower fashion business model, consuming higher quality items at a slower pace.

Globalisation has created a universal platform for design, but it has also founded an industry of mass production and overconsumption that threatens the wellbeing of our world. “Up to the tariffs of the ’80s, there were limitations or restrictions to what people could get in New Zealand, and then you’ve got this backlash of like oh well now we can get what whatever you want” Whitty observes, “Feast or famine kind of mentality.” The senseless volume in which we consume is of serious concern and buying less is the answer. While we won’t stop buying altogether, we can limit ourselves as Castles rightly asserts, “Buy things that you love, and you will stop buying too much, you will stop buying shit and actually support those who innovate”.

When considering the effect of globalisation on our beloved industry, I am overwhelmed with a sense of responsibility, a responsibility to shop mindfully in every sense of the word. Thinking about our treasured designers who have crafted unique identities that are New Zealand fashion, but also the environment, as it degrades under the constant pressure of capitalist excesses.

“It’s a blessing and a curse, the world is your oyster, but it’s really hard to achieve and make your mark” Juliette Hogan remarks. As we conclude our discussion, she puts my mind at ease, yet the question of “what next” still remains.

Inevitably the unstoppable force of globalisation is our future, not only for fashion graduates. As we discuss how WORLD continues to deal with these changes, Castles points out “The innovation for us really, is to think more clearly about how to be good retailers” adding “As an industry of retail we need to remain exciting enough to get people out of the house and into the shop, and that’s going to be a challenge going forward.”



Rewrite Recommended Series

Rewrite is built on the concept of community, bringing people together, and celebrating the connective culture of our fashion community in New Zealand.

The rewrite family is full of bright minds and loud voices, connecting and inspiring each other as they endeavour to explore what sustainable fashion means to them. Our community is made up of a diverse range of people, from passionate students to ambitious designers, and we are proud to be their point of connection!

Welcome to the Rewrite Recommended Series, where we endeavour to spread these voices, far and wide.

Jacinta Fitzgerald

Programme Director of Mindful Fashion.

Jacinta describes the special culture of community in the New Zealand fashion ecosystem and unpacks how Mindful Fashion has grown to facilitate and contribute to this. Speaking from her years of experience, we feel proud to include her as a Rewrite contributor and look forward to sharing her words with you!

Jacinta brings an optimistic and knowledgeable perspective to the Rewrite Recommended Series. With more than 20 years of experience in the clothing and textile industry, she leads the national organisation, Mindful Fashion New Zealand, a collective of leading industry members on a mission to unite New Zealand's fashion industry in the common goal of a thriving future for business, nature and people. She is also the founder and director of sustainability consultancy MakeGood, which works with innovative businesses to place focus on creating positive impacts within their practice.



Andréa van der Meel

Co-founder of All Things Considered

We are thrilled to include Andréa van der Meel and her unique perspective on sustainable fashion practice in the digital space in the upcoming Rewrite Recommended Series. Andréa is co-founder of All Things Considered, a platform for consumers to research and have a say about the sustainability and ethics efforts of their favourite brands. She's shares her thoughts on the importance of transparency and collective action within the fashion industry, and explains technology's role within that.





collaborators.

Designed to connect, it seems only fitting that Rewrite was formed through creative collaboration. This project has been a labour of love and made possible with the help of my own network of creative professionals.

Advising Lecturers

Claire Hacon
Sue Prescott
Tim Parkin

Industry Mentors

Benny Castles - Creative Director of WORLD Brand.
Amanda Butterworth - Country Coordinator of
Fashion Revolution NZ.
Michelle Macdonald - Fashion design teacher.

Creative Contributors

Jacinta Fitzgerald | Programme Director of Mindful Fashion.
Andréa van der Meel | Co-founder of All Things Considered.
Juliette Hogan | Creative Director of Juliette Hogan.
Benny Castles | Creative Director of WORLD Brand.
Jennifer Whitty | Sustainable fashion systems researcher,
designer, educator & consultant.
El Reilly - Designer of ZERO by El Reilly.

rewrite's creative team.

Grace Clarkson - Creative Director

Tomas Lannon - Graphic Design Advisor

Clare Robinson - Website Design Advisor

Meg Hayman - Photographer

Louis Kun Joo Park - Assistant Photographer

Ayano Hara - Model

Richie Clarkson - Model

Jess Sowersby - Model

Claire Hacon - Model

Freddie Aitchison - Model



final note.

My favourite part about fashion has always been its ability to connect people, and an area in which I found the most meaningful connection has been sustainable growth. Moving into my final year, instead of designing a collection I didn't believe in, I wanted to create something true to who I am and how I wish to continue.

Working on a project entirely outside my comfort zone has been daunting and would not have been possible without the confidence and support of those around me. Throughout this process, I have had the privilege of collaborating with a knowledgeable and talented group of creatives and, in doing so, began to form my own professional network. I have gained a new appreciation for different facets of creativity and learnt about the challenges and joys of leading a team.

Rewrite is intended to connect, educate and inspire, and, for me, its conception has done just that.

Grace





CLAIRE HANSON

CLAIRE HANSON
WAIVER COLLAR
SHIRT

SHIRT