

# KIND FASHION

PHILLY

## TRAVELING IN 2020

WEEKEND TRIPS  
FOR EVERY OCCASION

## NEW YORK MARKET WEEK:

A LOOK INSIDE THE LIFE OF AN  
INTERN FOR LUXURY BRAND,  
HANEY

## WARDROBES FOR THE NEW YEAR

## HEALTHIER HABITS

FOR THE  
YEAR AHEAD



# Mission

The fashion industry isn't always the kindest environment. You are told to lose weight. Cut your hair. Stop slouching. Do it right the first time or get fired... Get the gist? KIND FASHION is a blog, magazine, and apparel platform that plays off this irony and reminds us all, not just fashion professionals, to step back and be kind, above all else. KIND FASHION aims to bring mindfulness to the industry and recognize those who are changing it for the better.

As industry professionals or young ambitious graduates striving to get our foot in the door, we meet a ton of people. Networking is key. I have learned that people remember how you make them feel more so than what you have done. So be kind! Kindness can be the difference between making just another LinkedIn connection and someone guiding you to your dream job.

# About Me



Hey there! My name is Brianna, but you can call me Bri. I'm a 22-year-old curly-haired Italian trying to navigate myself through the fashion industry. I grew up in South Jersey, and Philly is my second home. I studied fashion and business at the first textile school in the United States and have continued my education there, pursuing a master's in business. I have visited China and seen the factories where our jeans are sewn and cotton is threaded.

This past summer, I interned for the largest specialty retailer for women and girls in the United States. Over the past 3 years, I've worked as stylist at a specialty boutique, dressing women with careers ranging from CEOs to stay-at-home moms. I recently completed an internship for the third-largest e-commerce company in the world and continue to intern for a global luxury brand during New York market week.

My career aspirations are always changing, as does the industry. I love everything about fashion... well, almost everything. I love the flow of creativity, the potential to travel, the beautiful fabrics, attention to detail, and the ability to break the rules. I don't love the environmental effects of my industry or mental and emotional tolls it takes on young girls and boys. I aim to shed some light on these issues and remind us to, above all else, be kind.

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I like to think that it takes more effort to be rude  
so do the easy thing – be kind!



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**M**y day started at 6am. The dress code was strictly black, which was a little disappointing. I had just bought a beautiful chiffon navy jumpsuit with understated earrings, but as of last week, the dress code was changed to boring old black. I take that back. Black is timeless and oozes of possibilities, but nevertheless, I was bitter. Still, I made it work. I slipped on a pair of flared black dress pants with a small ruffle at the ankle with a high-necked blouse, stamped with scribble-like designs. I had trouble buttoning the top three buttons in the back. I finished the look with a plum lip - I had to bring in a little color.

I hopped on the Q train for six stops to 14th St-Herald Square. A short walk later, I was at the hotel. The interior was dark with deep wood floors and leather chairs accompanied by small tables stacked with classic books. It felt like a secluded ski resort in Aspen or Vermont. I was exactly 15 minutes early and was comfortable with that. My phone buzzed right as that thought fluttered away. More like disintegrated after I read the message. Natalie, the head of Global Management for Haney and woman I would be working under, was running 45 minutes late; that meant I had an hour to waste. I sat down in the lobby and was greeted by a waiter 15 minutes later. I ordered some oatmeal and coffee for \$30. That's New York. As the food and coffee came to my table, I

3 felt a soft but meaningful

# Surviving New York

tap on my shoulder.

"Brianna?" the 5'1 Latina woman with silky long black hair and full lips asked.

"Yes! Sorry, I thought you said you were going to be 45 minutes late."

"Oh, that's my fault," Natalie admitted. She told me to take my time eating and hale the elevator to the 10th floor penthouse. I needed a special key to access the floor, so she told me to ask the front desk. I scarfed down my food and took my coffee to go. I knocked on the penthouse door and Natalie swung it open. She had her shoes kicked off and shirt untucked. I showed a bit of a smile and felt a little relief from the comedic and dare I say relatable scene. I helped her organize the racks of clothing and merchandise the products appropriately. She told me Mary Alice, the designer and owner of the company, was running late from yoga class. I sat down and helped revise the line sheets. A short 20 minutes later, a tall blond woman opened the door. Her sweaty sparkle told me it must be Mary Alice. She saw me sitting and apologized for making me wait.

"You're early! I thought we said 10. It's only 9:15! I look a mess. I'm sorry!" She darted her eyes at Natalie. I could have sworn she said 8:30am.

"Oh, it's no problem. Nice to meet you!" I replied. I brushed off the oddness of her remark. She asked me how business was and a new layer of confusion sank in. Natalie caught on.

## Market Week by Brianna Giarraputo

"Oh, Mary Alice this is Brianna, our intern. The buyer from Neiman isn't coming until 10." Relieved, Mary Alice said, "Oh! I thought you were the buyer!" I let out a little giggle. I was honored. She continued, "I don't care how I look around you!" She let it out without hesitation. I genuinely laughed at her honesty and continued editing the line sheets.

Mary Alice rearranged the clothing I had set up. This is her brand, I thought. This is her name, her vision, her designs on the line, so she better arrange the collection in the order she felt best fit.

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### CHERRY RED

Laura wearing  
Aurora Midi Dress  
(\$1,695)





She turned to me and said, “I need to ask you a giant favor, honey. I need you to go get a candle - one that smells like Christmas.” I recalled going to Anthropologie a few days earlier on Black Friday and smelling some festive candles. A quick search on my iPhone gave me directions to a location half a mile away and I told her I’d be right back. She handed me the company credit card and I was off.

I was happy I wore booties and not heels. I found a pine-scented candle in an intricate gold geometric casing, a shape similar to that of a beehive. I was a block away from the hotel when I received a message from Natalie: “please pick me up some heel inserts. My feet are killing me! Thx!!” There was a DSW across from Anthropologie. I retraced my steps and charged the inserts on the company card. I ran back to the hotel, so I wouldn’t miss another appointment. I grabbed some matches from the front desk before heading upstairs.

5 I quietly made my way into



the room, an appointment already in full swing. I walked to the back room where the model was dressing.

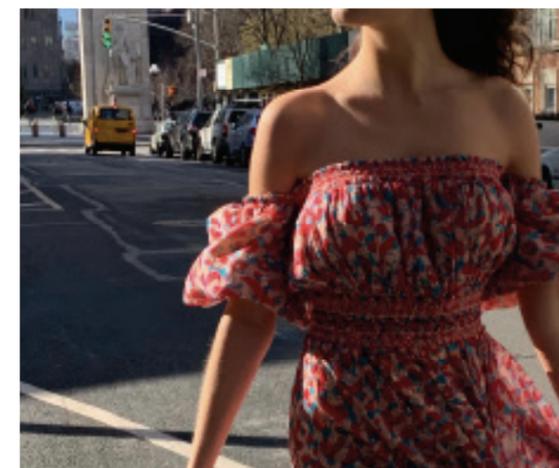
Natalie whispered, “dress the model and send her out.” She then slipped out of the room and into the main area where the buyers were meeting with Mary Alice. I peeked my eye out the crack of the door. Mary Alice was a selling queen. She was so relaxed and words flowed smoothly into the air. I turned around and there was a 5’11, beautiful brunette standing in front of me. She stared at me,

**FLORAL FRENZIE**

Laura in the Mimi Dress (\$895)

assuming I knew what to dress her in. A moment later, as if Mary Alice heard my thought, she reached through the door’s opening and handed me a hanger with a beautiful red sequenced gown dangling off the edges.

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**LIGHT & WINDY**

Laura in Carolina Dress (\$980)

## BLUE GEMS

Laura wearing the Natasha Dress (\$1350)



I quickly dressed the model but forgot to buckle the hook-and-eye on the side so the dress had an ill-fit. I quickly fixed my mistake and straightened the dress up before sending the model, Laura, out.

We met with maybe ten specialty boutiques and luxury department stores over the next two days. In between appointments, I did everything from conducting a full-fledged photo shoot of the model wearing Spring dresses in the December cold to taking cappuccino orders from the head buyers of Saks. Nothing was off-limits, and I loved every second of it. I might not have been the one closing a big sale, but I was in a penthouse in New York City serving mimosas to women I aspire to be. And for me, that was enough.

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# Wardrobe 2020

Here are four looks, each with key staple pieces to transition you from season to season. To prove our science, we have recycled pieces throughout each look. By styling each look with its own personality, no one will ever know you repeated an outfit. Instead, you simply reinvented it.

Winter  
->  
Spring

## Look #1 Edgy Elegance

A perfect outfit for either a casual or formal evening out. Gold accents complete this look. Combat boots bring the formality down a level and serve as versatile shoes that can be worn in season.

Vince Camuto  
Cropped Faux-Fur  
Coat  
\$320



Frame  
Sleeveless Velvet  
Midi-Length Slip  
Dress  
\$148



Gucci  
Dionysus Metallic  
Chain Crossbody  
Bag  
\$2,800



Marco  
Bicego  
Africa  
Textured  
Gold Stud  
Earrings  
\$2,000

Aquatalia  
Leoda  
Weatherproof  
Patent Ankle  
Boots  
\$450





**Vince Camuto**  
Cropped Faux-Fur  
Coat  
\$320



**Alexis**  
Augustine Embroidered  
High-Low Dress  
\$783



**Devon Leigh**  
Large Gold Leaf Pearl and  
Gold Earrings  
\$395



**Paris Texas**  
90mm Croc-Embossed  
Leather Booties  
\$610



**Elizabeth Locke**  
Venetian Glass Intaglio 19k  
Gold Bangle  
\$11,575



**Gucci**  
Dionysus Metallic  
Chain Crossbody  
Bag  
\$2,800

# Spring -> Summer

## Look #2 Colorful Country Cowgirl

Some great staple pieces like a flowy white dress should be part of your closet this year. This look includes some great transition pieces like a cropped bomber jacket and gold accent earrings that can easily move you from a windy April afternoon to a sunny June morning. Accessorizing with gold jewelry calls for basic purse such as this gorgeous, seasonless Gucci crossbody.

# Look #3 Casual & Cool

We all need a pair of black jeans to get us through 2020. The 7 for all mankind jeans are in-season for every season. This outfit requires little effort and has a big payoff. Try repeating bright colors throughout your outfit this year. Notice how the blue accents in the shirt compliment the blue in the cowgirl boots. Attention to small details goes a long way in creating a cohesive look.

# Summer -> Fall



**Veronic Beard**  
Carta Embroidered  
Long-Sleeve Blouse  
\$220

**Alexis Bitter**  
Leaf Earrings  
\$145

**7 for all mankind**  
The Ankle Skinny  
Jean  
\$169



**Gucci**  
Dionysus Metallic  
Chain Crossbody  
Bag  
\$2,800

**Paris Texas**  
90mm Croc-Embossed  
Leather  
Booties  
\$610

## Look #4 Preppy Punk Rock

Pairing a pearl headband with combat boots works wonders in this look. This fun outfit plays around with contrasting styles. The check skirt can easily transition from Fall into Winter with some semi-sheer black tights. The red turtle neck can easily be paired with some ripped white jeans to keep you warm and stylish on a breezy summer night.

Fall  
->  
Winter

**Marco Bicego**  
Africa Textured  
Gold Stud  
Earrings  
\$2,000



**Majestic Filatures**  
Sleeveless  
Turtleneck  
Tee  
\$120

**Bauble Bar**  
Becca Pearly  
Headband  
\$98



**Veronica Beard**  
Maida Check  
Sailor Short Skirt  
\$220



**Aquatalia**  
Leoda  
Weatherproof  
Patent Ankle  
Boots  
\$450



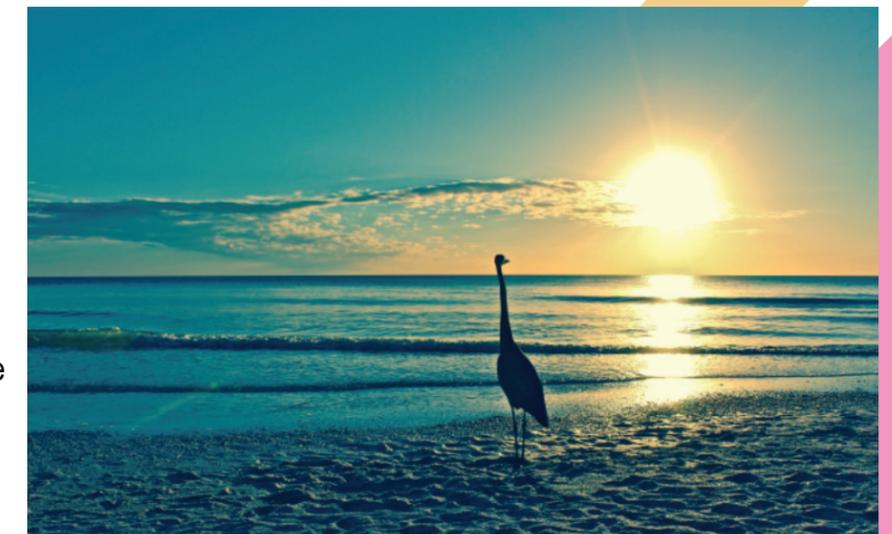
**Gucci**  
Dionysus Metallic  
Chain Crossbody  
Bag  
\$2,800

As many of us write down our goals and resolutions for the year ahead, let's not forget to make travel one of our priorities. Travel allows us to learn new cultures, experience new concepts with the ones we hold dear to our hearts and make memories that last a lifetime. Don't have a passport? No worries. There are plenty of places in the States. Here we listed four locations for any occasion that might pop up this year. These locations have plenty to offer for a sightseeing couple of days or a relaxed long weekend.

## Miami// Naples, FL

For a weekend trip with the girls

If you are looking for a fun college reunion or Spring Break extravaganza, Miami is the place to go. The nightlife is unlike any I have experienced. You can find a hotel suitable for any budget and the white-sand beaches are undeniably relaxing. Is Miami too crazy for your taste? Drive a few hours across the state to the other coast into the town Naples. Naples is home to old money, beautiful beaches, and wonderful historic sites. Explore Fifth Avenue for five-star restaurants and shops. Sit at the Ritz's beachfront Gumbo Lounge and watch the sunset in the cotton candy and sherbet sky while sipping a piña colada.



# TRAVELING IN 2020

## WEEKEND TRIPS FOR EVERY OCCASION

# Savannah, GA

## For a romantic escape

Savannah is home to some of the best bed and breakfasts. A perfect quiet getaway that does not require a ton of travel. The beautiful landscapes and charming lakes make for a serene backdrop for your romantic weekend. Shopping in downtown Savannah is comprised of small boutiques and cute cafes. A casual trip that is sure to melt away any stresses... at least for the weekend.



# Scottsdale, AZ

## For a self-care getaway

Need a self-care day? Turn it into a weekend trip for one to Scottsdale, Arizona. The warm weather is sure to brighten your mood and alleviate your stress. There are some great hotels in the area with even better spas. A massage, facial, or any other spa treatment paired with a steam room is sure to refresh your pretty self.



# Nashville, TN

## For a large group

Nashville is the ideal location for a group of old friends, a bunch of couples, or even families to travel. During the holiday season, there are Christmas shows and characters for the kids.

Throughout the year, Broadway is home to some of the corkiest and coolest honky-tonks in the South. Shoe lover? Be sure to check out the cowboy boots, but be ready to drop a pretty penny for a name brand like Tony Lama. Southern comfort food will surely help absorb all your drinks in the most delicious of ways.

# Healthier Habits

## FOR THE YEAR AHEAD

### 1.

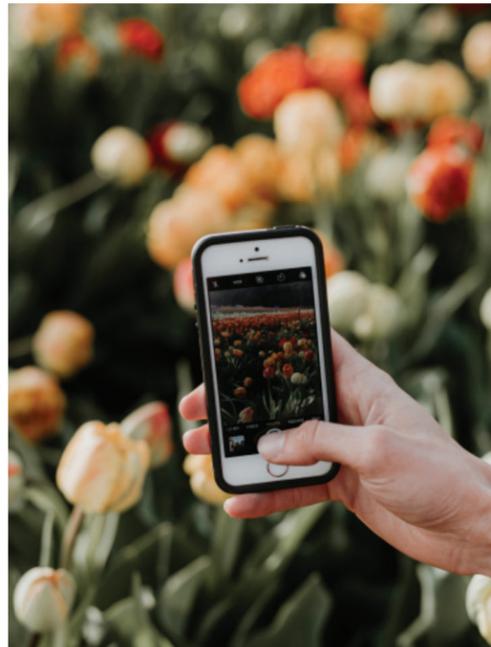
#### TUNE OFF TO TUNE IN

Most smart phones have a feature that allows the user to track how many hours a day they spend on their devices. Last time I checked, my average time was a little under three hours. That is ridiculous! Granted some of that time included listening to music and spending time on my medication app, but it is still excessive. And, this does not include the hours I spend on my lap top.

It is important to be present. Too often we have our heads down (usually looking at our phones) and fail to see the world and environment around us. We forget the beauty of simple joys and miss out on important memories. One way to limit your phone time is by changing its settings. You can put time limits on individual apps and schedule "downtime" which is basically setting a bedtime for your phone. Once that time hits (for me it is from 10pm - 6am), all notifications are turned off (except for favorite contacts) and you are free from the chains of your phone.

Only take your phone out to make a call or take a photo of something worth remembering. And learn to rely on yourself and others more than you rely on your phone. Have a question? Use your brain or have a discussion with a friend instead of immediately asking Siri or Alexa. The more human interactions we encounter, the higher our happiness levels rise.

15 Trust me - it's science!



### 2.

#### MORE TIME FOR SELF-REFLECTION

This year make some time for self-reflection. You cannot track your successes or figure out your faults without reflecting on them. Self-reflection helps with our patience. It prevents us from getting frustrated with ourselves and teaches us to think before we act or speak. Reflecting come in many forms. You can keep a daily or weekly journal to write about your progress and struggles. You can take up meditation or yoga. There are so many ways to integrate self-reflection into your 2020 routine, so go ahead and get started!



### 3.

#### A "ME FIRST" MENTALITY

##### WHEN IT COMES TO YOUR MENTAL HEALTH

Over the past year I started writing "me first" in capital letters across the inside of my right wrist. I noticed that I only wrote it after getting stabbed in the back or let down by a friend. It's important to put yourself first sometimes. If that person does not bring you joy, then discard them like Marie Kondo wrote about in her best-selling novel, "Tidying Up." You must propel yourself forward and with the right friends and support group, not only will you succeed, but you will help the ones around you (who deserve your love) succeed as well. Putting yourself first is not selfish, so flush that notion down the garbage disposal.

# 4.

## MILLIONAIRE METHODOLOGY

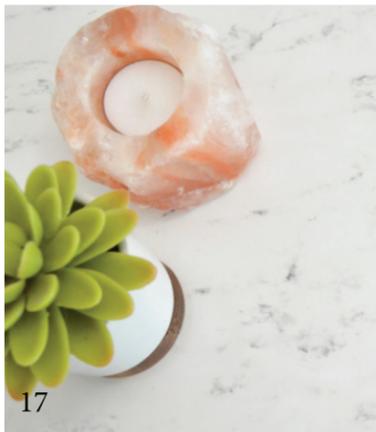
I came up with this thing called the Millionaire Method this past month. I asked myself, "If I won the lottery, what would I do with my life." My answer was something different from my current career path and was eye-opening. This simple exercise can help you figure out what you love and then take action. Write down whatever comes to mind, completely unfiltered, until you have nothing else to say. If your answer is not the career you have or are pursuing, that is totally normal. This exercise is a way to remind you of your hobbies and enjoyments. Once written down, you can find ways to integrate these joys into your life in a reasonable and obtainable manner. If you wrote "I would travel the world." Start saving for a trip. If you wrote "I would volunteer." Start volunteering every month at your favorite charity. If you wrote "I would be a stay-at-home mom." Start spending more time with your kids and plan fun activities with them. Maybe even take a half day on a Friday and plan a special day with them. Small repeated actions make for lasting changes in your lifestyle.



# 5.

## PRIORITIZE

Prioritizing comes in many forms. Yes, we need to prioritize our tasks at work and homework assignments. But we also have to prioritize the things that matter to us. Prioritize spending time with your siblings or reconnecting with an old friend. Prioritize your health by setting aside time to exercise and research healthy recipes. Prioritizing is an effective way to get the boring stuff done and have time for the fun activities. It helps us balance all aspects of our life and ultimately, leads to a happier and healthier you.



# 6.

## STOP CARING (LET ME EXPLAIN)

I was driving a few days ago and came across a stop sign. Beneath the letters S-T-O-P, someone graffitied the word "caring." It made me laugh a little, but it also got me thinking. I do care too much about certain things. I care about how many likes I receive and get upset when people unfollow me on social platforms. I care about watching high school enemies through the lenses of social media and hope they turn ugly. I care if the boy behind me in class likes me or is just a jerk kicking the bottom of the chair. Stop caring so much! Spend less time on Instagram. Unfollow people who you dislike. Ask the boy out! Stop caring means being upfront with yourself and others. It means stop lying to yourself and be honest about the way you feel. Stop caring means start living freely and confidently.



# 7.

## JOMO NOT FOMO

This is one of my favorites which is why I saved it for last. I read on a fashion forecasting website about this new term JOMO: joy of missing out. Instead of having FOMO (fear of missing out), be happy about it! Do not dwell on jealousy when you see your friends' Snap chat story of her at a party you weren't invited to. Be joyful for the night in and the time to yourself. Be happy in the moment and make the best of any situation. Soon you'll be scrolling through those stories and smiling not only because you are content with wherever you are, but you have also developed a genuine happiness that the person because she too living her best life.

  
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together, let's be kind



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