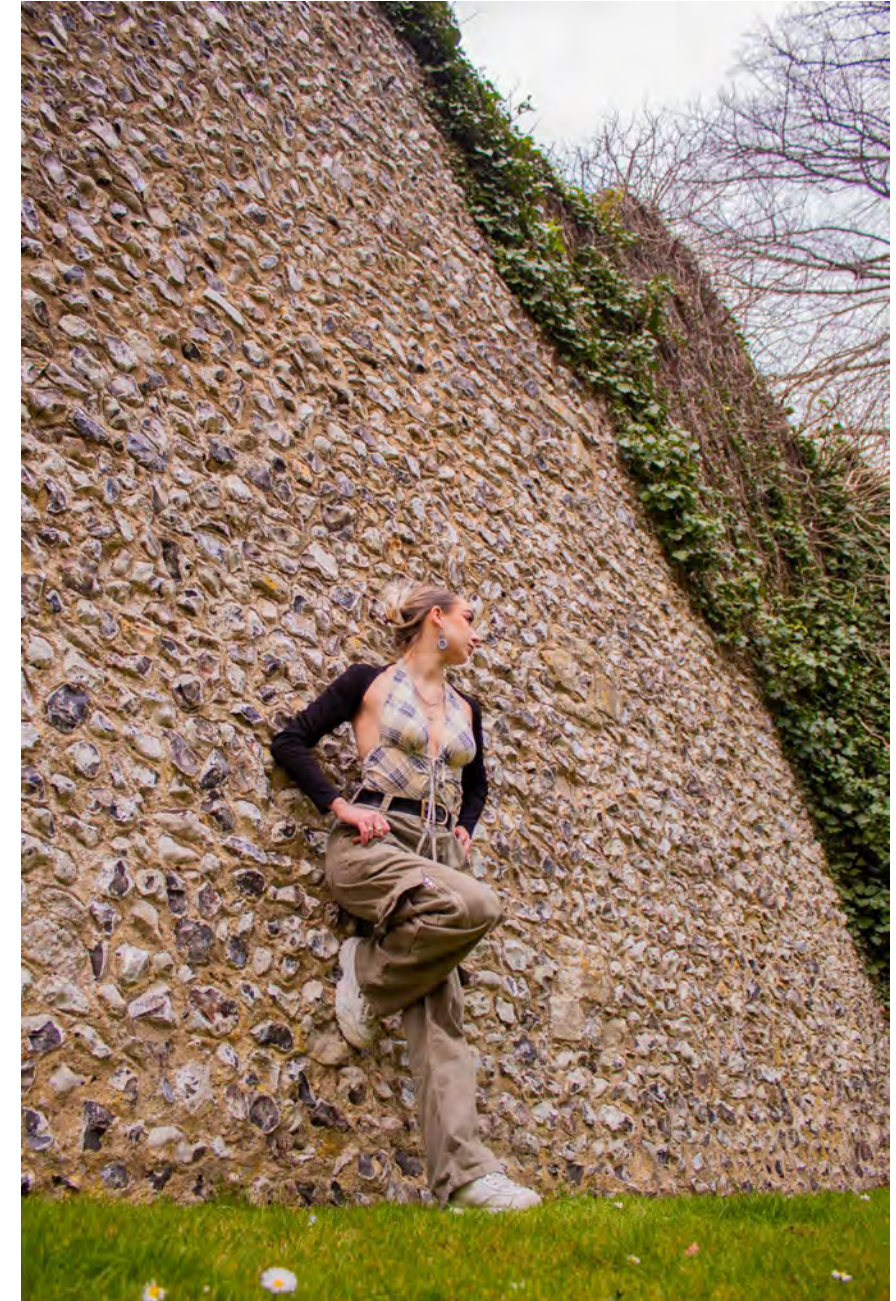


Details

WINCHESTER

FASHION WEEK

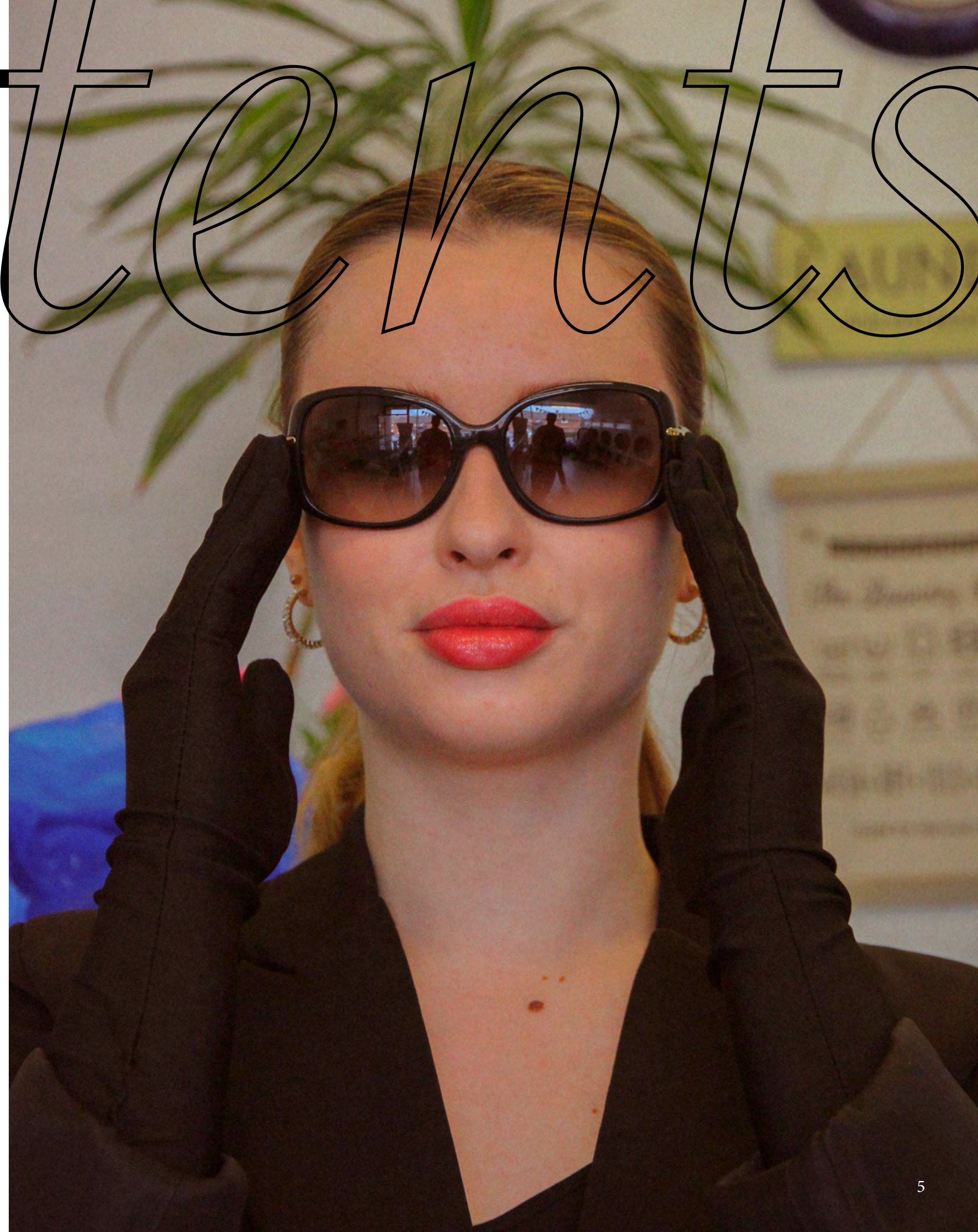


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H&B STYLE

Written by [Tia Giles](#)



With a 'love to hunt down things that are unique, interesting, quirky, or just plain lovely', H&B Style in Winchester is 'THE place to go 'if you have a passion for style'. From styling ideas for the home, to eye-catching fashion for both him and her, H&B Style is unique in its stock of items. Previous winner of best gift shop by the Muddy Stilletos 2021 awards, that support the movement #inlovewithlocal, H&B Style encompasses the style representative of Hampshire – stocking a range of products and brands that are different from the average everyday high-street shop. Currently, the franchise is stocking up on summer essentials, such as mini dresses and caftans that scream comfortable chic in preparation for warmer weather. Since the COVID-19 pandemic, it has never been more important to support local businesses and independent brands. H&B Style is home to multiple brands ranging

from quirky homeware trademarks, such as Steepletone that 'strive[s] to bring new and exciting product to the marketplace that have never been done before' and Rice, 'a Danish interior design and accessories company' known for its 'handmade baskets' and 'lovely storage'. In addition to this, H&B Style also stocks many other brands that sell clothing up-to-date with the seasons trends, including health and beauty saviours such as, hand soaps, lotions, skincare and fragrances – what more could you want?!

This month, H&B Style is casting a spotlight on luxury pyjamas by Twenty-Six Years, where 'Emma-Kate Wyrley-Birch's aim is to offer styling sleepwear that's practical and designed to be worn daily'. Returning to the pandemic, as many were forced to work from home, the sale in loungewear/pyjamas rose dramatically. With each design 'beginning its journey as a hand painted piece of art here in

the UK', the eye-catching patterns listed on H&B Style are transformed into designs that will make you want to wear pyjamas 24/7. Made and finished to the utmost quality, these pyjamas will have you sleeping in luxury at just £75.

You can choose to either shop with H&B Style via their [website](#) or visiting in-store at 4 St Thomas St, Winchester.

So, what are you waiting for?! With the days getting longer and brighter, a spring-clean may be on the horizon for your wardrobe. What better time than to try out a new brand and get something unique (all whilst supporting a local business)?!

[H&B Style Instagram](#)

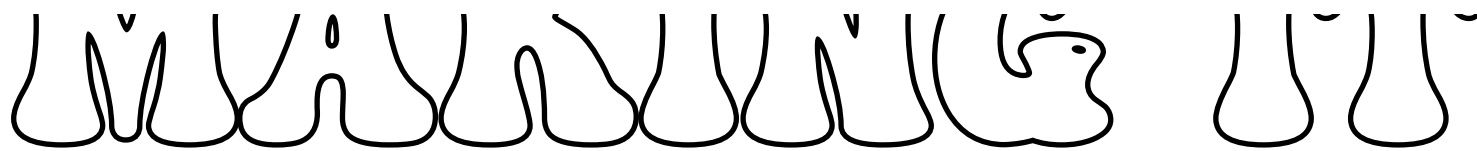




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Have you ever taken your favorite shirt out of the closet and see that the seams on it are coming undone, it has greatly faded, or it has some mysterious hole in it that you do not think was there before? I'm sure that the answer for most, if not all of us, is "yes, I have." Clothes, although we may or may not realize it, are actually very fragile. Now you're probably laughing and saying something along the lines of, "Fragile? You can not be serious. It is not like if you drop your shirt, it is going to break into a bajillion pieces."

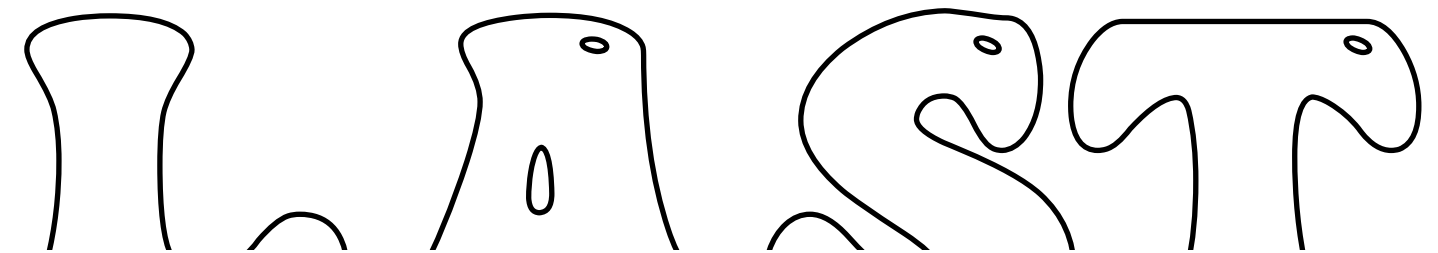
And you're right about the breaking into a bajillion pieces; however, clothes are fragile in the fact that they can be ripped, the color can easily fade, and the seams can easily come undone and break. So this leads to the question, how can one make their clothes last longer?

One way that you can make your clothes last longer is by upcycling it. What is upcycling? Upcycling clothing is to take old, worn out or damaged clothing and transform it into

something new. You can take a couple of pairs of old jeans and turn them into a denim jacket, or you could take an old maxi skirt, cut off the ripped seam, bring it up, create pant legs, and turn it into a romper/jumpsuit. There are so many things that you can do to upcycle your clothing. Get creative and have fun with it!

Another way that you can make your clothes last longer is by purchasing higher quality clothing. Many people argue against buying higher quality clothing because it is more expensive, and they would be right. At least when just thinking about the initial cost.

Higher quality clothing will be less likely to fade, form holes, and have ripped seams which make them last longer. By purchasing higher quality clothing, a shirt can last you one, two, three, etc. years whereas buying a shirt of lesser quality may possibly last you less than a year. Is the initial cost more expensive? Yes; however, in the long term, you are actually saving money because you are not having to replace worn out or damaged clothing as often. There is also the option to purchase higher quality second hand such as at a thrift store. You can still have the same quality, but since you are buying it secondhand, it will be at a lesser cost.



The last way (that we are going to discuss here) to make your clothes last longer is to actually hand wash your clothes. Now most of you are going to tell me to wait or stop because we are not in the eighteenth century or something along those lines. You are right. We are not in the eighteenth century; however, that does not mean that hand washing your clothes will not make them last longer because, the fact is, they will. Using a washing machine to wash your clothes for you, while convenient, is super hard on your clothes. Much of the faded color, ripped seams, and unexplained holes in your clothing is actually from your washing machine. Hand washing is much more gentle on your clothes and the fabric because you do not have a machine tossing and turning your clothes as hard as it possibly can. You can gently clean the clothes with your hands which will keep them looking nice, but also, many times, hand washing your clothes will actually get them cleaner than they would if you were just to stick them into the washing machine. You can also control the exact water temperature and the soap you use for handwashing is usually less harsh than washing

machine detergent which will also help prevent your clothes from becoming faded.

There are three very good and easy ways to make your clothes last longer: upcycle them, buy higher quality, and hand wash them instead of putting them into your washing machine. Upcycling clothes can honestly give a single piece (or multiple pieces) of clothing multiple lives in multiple forms. Buying higher quality clothes, although it can be more expensive in the short term, will actually help you save money in the long term because you will not be replacing clothes as frequently because they are not getting worn and damaged as quickly. Handwashing is much gentler on clothes than washing them in the washing machine is, and because of that, you will be much less likely to have your clothes fade, the seams tear, or have mysterious holes show up out of nowhere. If you're trying to figure out how to make your clothes last longer, try these three simple steps. I think you will find that they work, and (especially with upcycling) can be a lot of fun.





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FASHION WEEK

Oh, Fashion Week. A concept that is looked upon by men and women all over the world as the most exciting and stressful time in the fashion industry's year. The idea of a fashion week originated in Paris as a way to market and parade couture items in public places. Now, Fashion Week is a globally known and participated event in the four fashion capitals of the world, New York, London, Milan, and Paris. Each of these weeks brings numerous networking events, photo ops, catwalks and presentations to celebrate the world of fashion and the creative minds behind it, known to be exclusive and typically "invitation-only". Ever since the restrictions of the COVID pandemic, the fashion industry has adopted the concepts of virtual shows and events, opening its doors and cameras to the masses. So no matter where in the world you are, or how you are involved with the industry, you are able to partake and enjoy the thrills of fashion week from the comfort of your own city.



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YOU'RE SO TRENDY



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**YOU ARE THE
TREND...**



**...BUT THIS
TREND IS
TIMELESS**



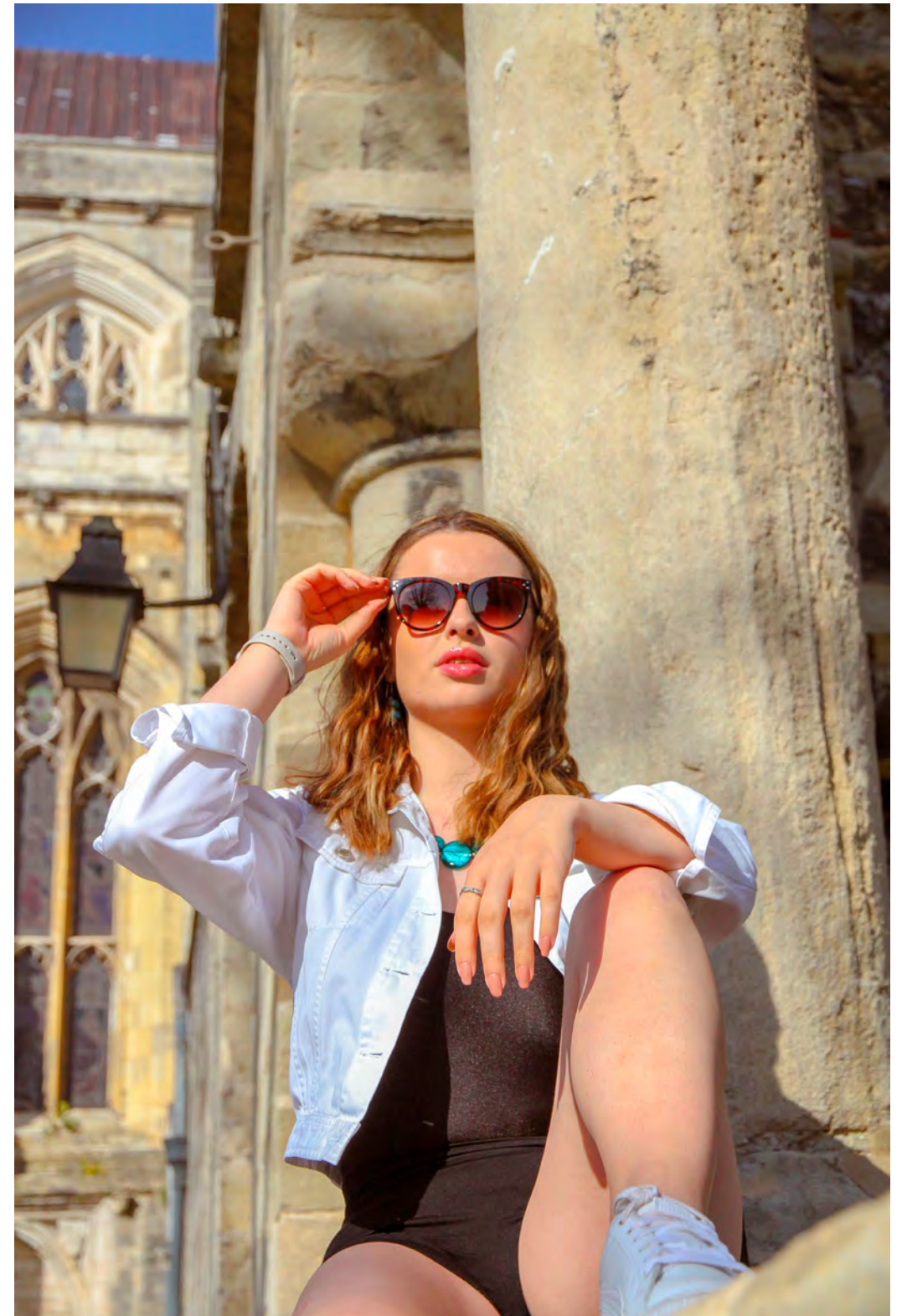
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Written by [Rosie Lewis](#)

USTAINABLE WAPS

If you are Wintonian (Winchester, UK local), you'll know that Parchment Street is the place to shop. From timeless home decor in Pavia-Lee, to second-hand gifts in Oxfam Books & Music, and delicious delights in Picaramba!, Parchment Street has it all. It's no surprise then that this terraced street is home to one of Winchester's gems of retail - Earthian.

Earthian is a Zero Waste shop, which means it focuses on providing a sustainable and plastic-free alternative to traditional supermarkets. Not only does Earthian follow the three R's we all know and love - Reduce, Reuse, Recycle - but it adds two more to the equation for a sustainable lifestyle. Refuse; stop bringing plastic or wasteful products and packaging into your life, and rot; everything you have should last as long as it can before being returned to the earth to compost.



We should note that Earthian is not just your usual supermarket-alternative, bring your own packaging, refill-shop - oh no. Sure, it stocks what you would expect, including pasta and rice, cereal and oats, nuts and dried fruit. But it goes above and beyond the basics! You can refill your kitchen from an array of spices and oils, organic tea and coffee, as well as every cleaning product your home could need. It also offers a wide range of personal care products including shampoo, bubble bath, fabric conditioner, deodorant, and anything sweet smelling or useful you can think of. With Earthian at your door, there's no need to just pop to the Extra or Express down the road. You can shop locally and be a sustainable hero.

With the popularity of refill and zero waste shops on the rise, we sat down virtually with Earthian founder, Katie Campling, to talk more about green living and the power of the swap. Think Vogue's quickfire 73 Questions with a sprinkling of sustainability, socio-economic issues, and talk of... pants?

Hi Katie! Let's dive right into it. Zero Waste is a bit of a buzzword at the moment in the retail world. What does it mean to you and Earthian?

KC: That is very true; zero waste lifestyles have become trendy with so much talk about plastic pollution. That can be good if it gets more people thinking about sustainable living, but

we can't let it become a fleeting goal. It's about everyone's future and it will take long-term changes to turn the tide. Aiming at being zero waste is a good place to start, if it helps you to check your habits and find ways to reduce your impact. At Earthian, it's our whole reason for existing and I want to do more than help others to reduce their waste. I'm also working on making the business zero waste to landfill, we're about 95% there and when we achieve that last bit, I'll be really happy to see the shop truly embody its values. As an exercise it has been so valuable in pushing us to make changes to our supply chain, to how we deal with stock, deliveries, wastage and all sorts of other things that we often don't think about.

I suppose the ethos behind Earthian is 'the power of the swap'. What are the most basic swaps someone can make in their life to start living more sustainably?

KC: Using what you have to refill time and time again is honestly the first thing I would suggest. This is the simplest way to start and the cheapest! Say your shampoo and conditioner bottles are now empty, don't throw them in the recycling bin, bring them to us and we can fill them up for a couple of pounds! You then have two bottles saved from the ocean and your shower routine is the same as before. Once you've got the hang of refilling there are other great

waste reducing swaps out there to try, it really depends on your routine and where you find most waste in your life.

The majority of young people today are actively trying to make more sustainable changes. However, these changes sometimes get a bad rap for being inaccessible due to cost barriers. How does Earthian maintain being a valid option for students or those on lower budgets?

KC: I'm trying hard to challenge the idea that sustainable living has to be expensive and exclusive. I want this way of living to be for everyone so wherever possible we'll price match to supermarkets, often we're cheaper than they are! Also, you can buy as much or as little as you need, so if you only need pasta for dinner tonight you can come and grab just that much, saving money and waste. I don't want living this way to be a sacrifice for anyone, but we also need to consider who is being sacrificed for the low costs in the supermarkets. We're fighting for fair wages, fair pay throughout the supply chain and it can be hard to balance that with affordability sometimes but talking to customers in the shop I hear that their budget hasn't needed to change to shop with us and that is really encouraging.

Now, Earthian is not just a one-stop shop for refills and low-plastic goodies. You also have some amazing recycling schemes.

KC: Yes! We are a collection point for 5 different recycling schemes, all of them raise money for charity. We've got milk bottle tops and bread bags raising money for Kicks Count Charity, a bra bank that goes to Against Breast Cancer Research, bike inner tubes for Cycle of Good and printer cartridges for Winchester Youth Counselling. For Winchester Fashion Week we're supporting the Winchester Beacon as a collection point for the Drop Your Drawers campaign. They're asking for donations of new, unused underwear for residents at the shelter who may only have the clothing they're wearing when they arrive. You can bring donations to the shop and we'll sort it, pack it and pass it on.

Katie, being the founder of Earthian, I am sure you must try to be as unbiased as possible in terms of stocking the shop. But I have to ask - what is your favourite swap item that you sell in Earthian?

KC: Absolutely, I try to get a wide range of products to suit everyone, but I also use most of it myself at home too! Picking a favourite is

really hard, but the thing I love most that I have at the shop is my Mooncup. It's a weird one to pick but for me it's been amazing. I've had it for 3 and a half years; in that time, I've saved around 630 sanitary products from being needed but it's also saved me money too.

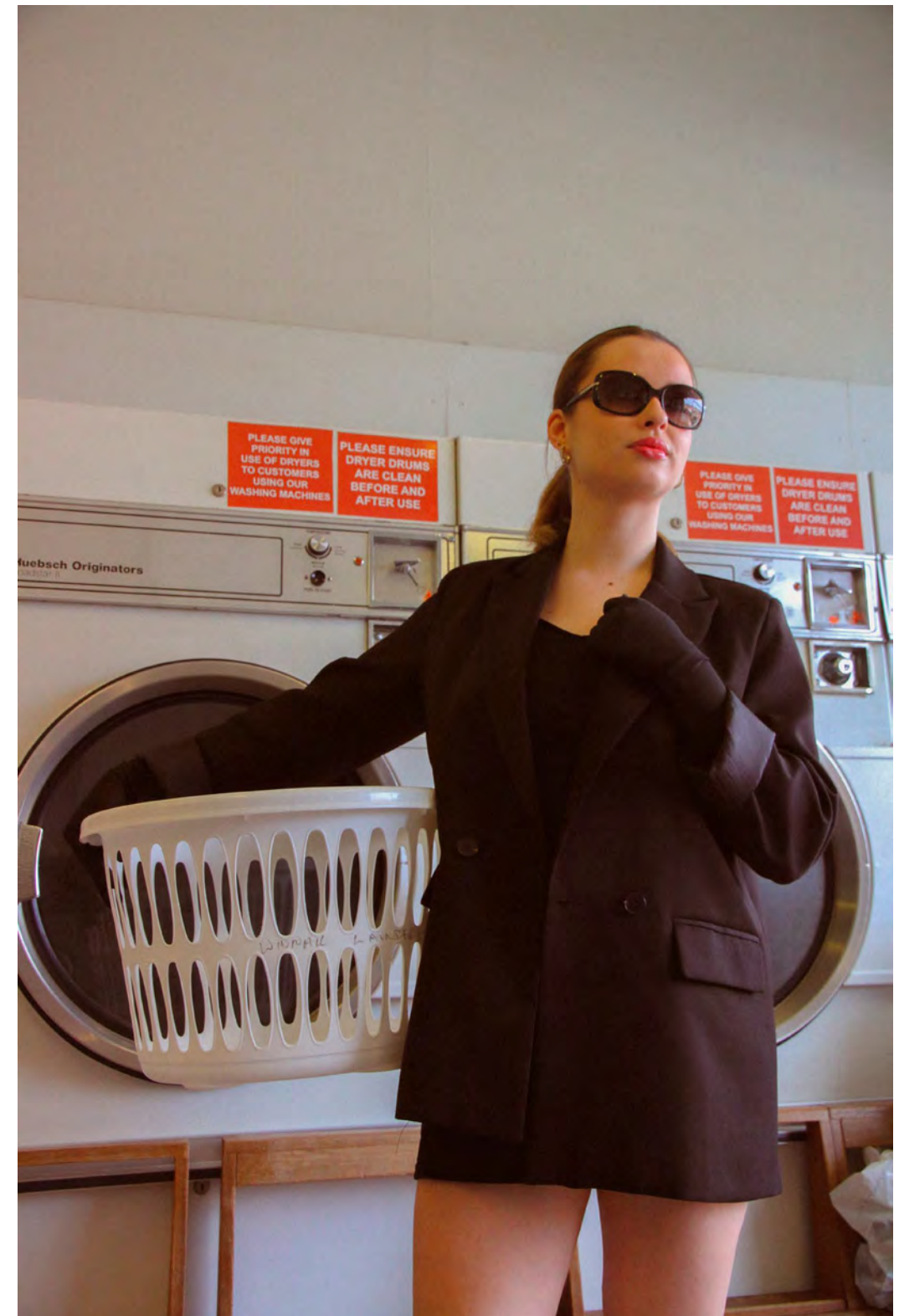
Finally, you have three words to describe Earthian to our readers. Go!

KC: Sustainable. Affordable. Independent.





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Modeled by [Anniya Leleva](#)

Written by [Rosie Lewis](#)



99 VINTAGE

Depop. Vinted. eBay. ASOS Marketplace. Heavens, even the runways of London Fashion Week were abuzz with it. That's right - second-hand clothing is back, baby, and it won't be leaving.

As a young teen, I remember being handed down black bags of clothes from older cousins and family friends, only for me to hand them down to younger family friends later down the line. I remember thinking how whole-y uncool it was to be wearing someone else's dress, ugh. This was the era of Jane Norman bags, Groovy Chick bedding, and Juicy Couture tracky-bottoms. I knew I would never find them in a second-hand black bag or on the rack at Oxfam. If only teenage me could see me now, swiping away on Depop and planning charity shop trips with my friends.

Buying second-hand has always been a movement, but in the last decade alone it has really come into its own. Dubbed thrifting or vintage-shopping, there is a whole culture and industry behind re-wearing and re-selling second-hand clothes. However, this is more than just business. Buying second-hand might just be what saves the fashion industry - nay, the world.

That is not an exaggeration. According to the United Nations, up to 8% of global carbon emissions are caused by the fashion industry, and approximately one rubbish truck full of clothing is either taken to the landfill or burnt every second. So, what can be done to combat

the fashion industry's effect on our world? How can you shop for fashion in a more sustainable manner? The answer - cyclical shopping. If you own an item of clothing that you don't need anymore, don't throw it away - donate it or sell it on. You don't have to always buy new clothes in order to buy clothes that are new to you. Keep the cycle going!

This idea of cyclical shopping is incredibly popular online but that doesn't mean it's reserved for just the online world. Nor is it just reserved for charity shops or black bags full of clothes. Cyclical shops can be found in brick-and-mortar buildings, on our high streets and shopping centres. In the Brooks Shopping Centre to be exact.

Let me introduce you to 99 Vintage. Nestled in the heart of the city of Winchester, this second-hand and vintage store is making waves amongst the traditional clothing shops. 99 Vintage doesn't just sell clothes that fit into the cyclical cycle of sustainable fashion - it operates a buy-sell-trade business style so you as a customer can really get involved. As a store, it has a penchant for late-twentieth century fashion with a Y2k flare. What I'm trying to say is it knows the trends before the trends even hit Vogue.

Think printed pop culture tees, sought after trainers, and oversized jackets. If you look through the racks of t-shirts, look out for comic book heroes, famous rappers, as well as young Leonardo DiCaprio. Beyond pop culture icons, keep your eyes peeled for designer items from Nike, Tommy Hilfiger, Champion, and even Apple. Personally, I've had my eye on a 1993 Garfield sweater

99vintage_winchest...

Message

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24.1k followers

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99 VINTAGE 🏠

Entrepreneur

BUY-SELL-TRADE 🔄

Winchester Based Storefront 🇬🇧

Opening hours :

11-6PM MONDAY TO SATURDAY +

12-5 SUNDAY.

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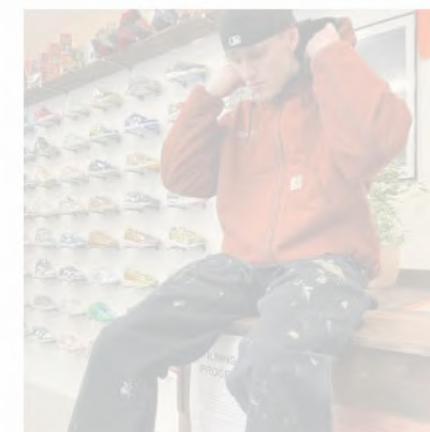
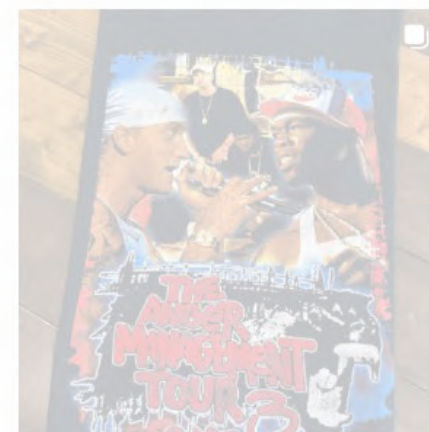
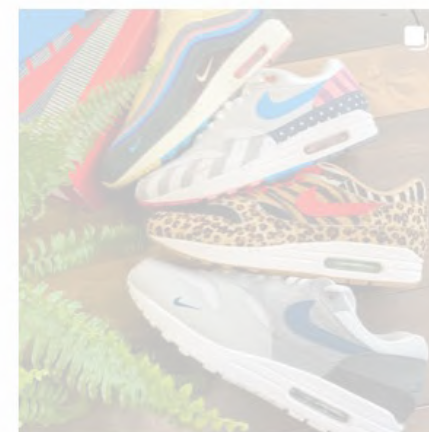
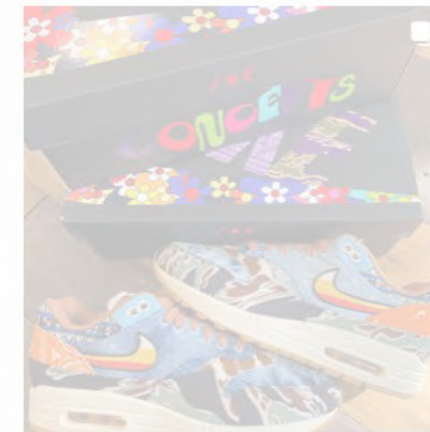
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and a Spice Girls Pepsi t-shirt from there for quite some time...

99 Vintage's relaxed atmosphere and bright attitude has proven it to be one of the best independent shops in Winchester. But who are the brains behind the shop? Reader, I'm happy to tell you that 99 Vintage is a homegrown, Winchester icon. University of Winchester alumni Harry was studying Fashion Marketing when he started 99 Vintage with his brother Jack. Before too long, their online store became big business and mum Berni came on board to help. We love a family-owned business! Based on the success of their online store, 99 Vintage entered the physical world of cyclical fashion as a pop-up shop for Winchester Fashion Week back in 2019. And look at them now! With 21.4k followers on Instagram and 145k followers on TikTok, 99 Vintage has secured themselves as a second-hand and vintage icon online, offline, and in Winchester itself.

In a world that is so often relying on fast fashion and online purchases, it's exciting to be able to step into a real second-hand shop, feel the clothes, try them on, and talk to the people who got them there. No worrying if what you bought will be the right size, or the right material, or even the right colour - it's all there in front of you. Not only can you find stunning items, from niche tees to wearable everyday looks, but 99 Vintage offers a sustainable and cyclical option to the Winchester fashion scene. After all, second-hand is the future, baby.

Instagram: [@99vintage_winchester](#)

TikTok: [@99vintage](#)

Time with 99: Chat to the owners of 99 Vintage at Winchester Fashion Week. April 5th, 10am, Brooks Shopping Centre, Winchester.

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