



Lost in translation

It still is a very good year for country girls who lived in the sun, with Loomstate taking rural America as its inspiration

by **Summer Rayne Oakes**

Photographed By Ian Ethan Vloke-Wurth

Make-up by Khristina John/www.khristinajohn.com

Hair by Jose Zamora/Sirens Salon, Pasadena, Calif.

Modelled by the author

Lucire is the United Nations Environment Programme's first fashion industry partner.



FOR THE FIRST TIME in human history, more people live in cities than in rural areas. Like many country girls, I'm one of the transplants that have contributed to that statistic. But like most rurally-raised young adults who have traded up sun-kissed farm fields for subways, you never really forget the way the dewy grass in the cool morning felt beneath bare feet or the fond memories of running through fields of "tickle-your-ass-grass". For Rogan Gregory and Scott Hahn, founders of the Loomstate label (www.loomstate.org), it is this connection that is brought through their designs.

Loomstate blurs the line between stewardship and craftsmanship. Known for their well designed, cutting-edge, environmentally friendly denim, Loomstate also offers a full collection of Ts, polos, sweatshirts, and beach pants. Their design is lost in translation somewhere between dirt-filled fingernails to sand and surf and the well-manicured atmosphere of suit-filled skyscrapers to bright yellow taxi

cabs. The classic denim is woven from raw organic yarn, a process used prior to large-scale industrial pesticide use. It's a bold statement for this popular label. Considering conventional cotton consumes 25 per cent of the pesticides in the world and just occupies just under 3 per cent of the arable land, Loomstate is on to something big. 'The hippies were on to it, but organic is not just for them,' remarks Hahn. 'Our jeans are sexy and Ts are rad.'

But it's also designer Rogan Gregory's attention to function, fit and detail that makes Loomstate push the limits of dynamic design. Rogan, who started off as the former Levi's RED designer as well as an architect, works with the delicate raw denim for his jeans, shorts, and jackets. He uses natural distressing techniques using sand-blasting and pumice stones to uncover the hidden character in the jeans. The denim, like any rough exterior of a city, reveals a more softened side. Stitching incorporates bright yellows and other off-beat colours. The shredded pockets reveal a playful polka-dot interior. Even shirts are given delicate imagery that provide for a subtly bold visual statement.

Most notably, however, is the combination of the design and fit coupled with the label's environmental responsibility. 'People who give a shit are sexy,' comments Gregory. Ben Dietz, Director of business development for Vice, praises, 'The thing we love about Loomstate as a story is

Hidden treasures

The cleverly placed 'Nature Calls' tag on the inside of the button fly.

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that it's actually different from everything else ... Cut, wash, fray, distress however you want, but when you put anything else next to organic, the difference is clear.' So tread lightly, fair urbanites ... we may not all have an opportunity to walk in the wet grass again like we did as kids, but at least we can preserve our appreciation through what we wear. •