

NOW

2017
complimentary

let's MAKEUP

makeup editorial shoot
takes over the best of
Charlottesville's murals

IT TAKES A VILLAGE

finding ethically sourced
fashion close to home

SUNSET FARM STUDIO

an intimate look at the
creative space of DR. SARAH
TREMAINE

GROW

EMBRACING CHANGES IN STYLE,
BEAUTY AND LIFE



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fashion moments that are happening NOW



the time is #NOW, photo by Coco Spagna

NOW

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LETTER from the EDITOR



photo by Dorothy Wang

In the time between the publication of the second issue of NOW and 2017's third issue, things have changed a bit. It sounds obvious, and maybe that's because it is - but what has been a focus here at NOW is remembering to change with time just as much as time changes things. We have grown, I have grown, our mission has grown.

As NOW has accumulated more community interest, we have expanded our team - welcome NOWbies! It has been so transformative to gain the perspective of such a creative and diverse team of writers, editors, photographers, models, and artists. We have a new website in the works and a growing presence on social media as well - be sure to stay tuned!

As an intention for 2017, myself and the rest of the team at NOW is dedicated to growing in different ways this year. Growing our goals, career

networks, ability to be empowered and to rise above the negativity that has the tendency to consume the rhetoric of everyday conversation. And so, NOW 2017 will reflect this very same intention.

This fall, we learned about the processes involved in dying silks and wools with freshly cut flowers and plants. We decorated models before the most unique murals that Charlottesville has to offer. Feminine strength is celebrated through a discussion and visual investigation of the concept of athleisure. Empowerment is found when we rise above the realities that women still face in the workplace to become the strongest of girl bosses.

We learn, we grow, we wear, repeat. I can only hope that the work that we have done at NOW in the past year can inspire you to walk out into the world wearing whatever it is that is uniquely you and be the best you there is. Happy reading, stay stylish.

Sophie



things that inspire

Contributors



dorothy WANG

Originally from San Francisco, I attended high school at Deerfield Academy in Massachusetts where I first was introduced to the art of photography. My senior year, four classmates and I curated a photography exhibit titled 'Human Impact' with pieces from world renowned photographers such as Richard Misrach, Sebastião Salgado, and Rachel Perry Welty. In the summer of 2016, I had a 3-month long exhibit featuring 28 of my photographs at Salon Macias in San Francisco. I am a first year at the University of Virginia where I photograph for NOW.

My interests are an amalgamation of coding, design, and entrepreneurship. Photography and fashion have always been passions of mine and I'm hoping to be able to incorporate that with my tech background. At UVA, I am studying Computer Science and Health and Wellness. Beyond that, find me drinking tea, enjoying the outdoors, and generally embracing a zest for life.

cover photo courtesy of Dorothy

coco SPAGNA



I was first introduced to photography while messing around on my dad's old film camera as a kid, and I've been in love ever since. I love taking photos of people, sports, and beautiful places. At UVA, I study Sociology and Education. This spring, I had such a blast getting to shoot beautiful clothing from Ten Thousand Villages at locations around Charlottesville.



EMMA sharon

JESS shalvey



I have always loved writing and the arts, and now hope to combine those passions with the topic of my major in order to create awareness for initiatives and campaigns to keep our planet healthy and beautiful. I grew up in Gainesville, Virginia, and love exploring all that my new home of Charlottesville has to offer. At UVA, I am a second year student studying Environments and Sustainability within the Global Studies department.

Talking Design

PHOTOS BY MADDIE MORRIS





Fierce Friendship

Together, Deondra Ricketts and Tashica Moodie tackle design and personal style

Tashica Moodie



the designer models the first garment she has ever made, an oversized silk lined wool coat

“My inspiration is the diverse style of colored people. I want to show everyone that we can incorporate bright colors in our everyday while still looking amazing ... That’s why I chose these brightly colored fabrics.”



“My personal style is simple, yet chic and very colorful! Fashion will always be important to me ... I use it to build my confidence.”



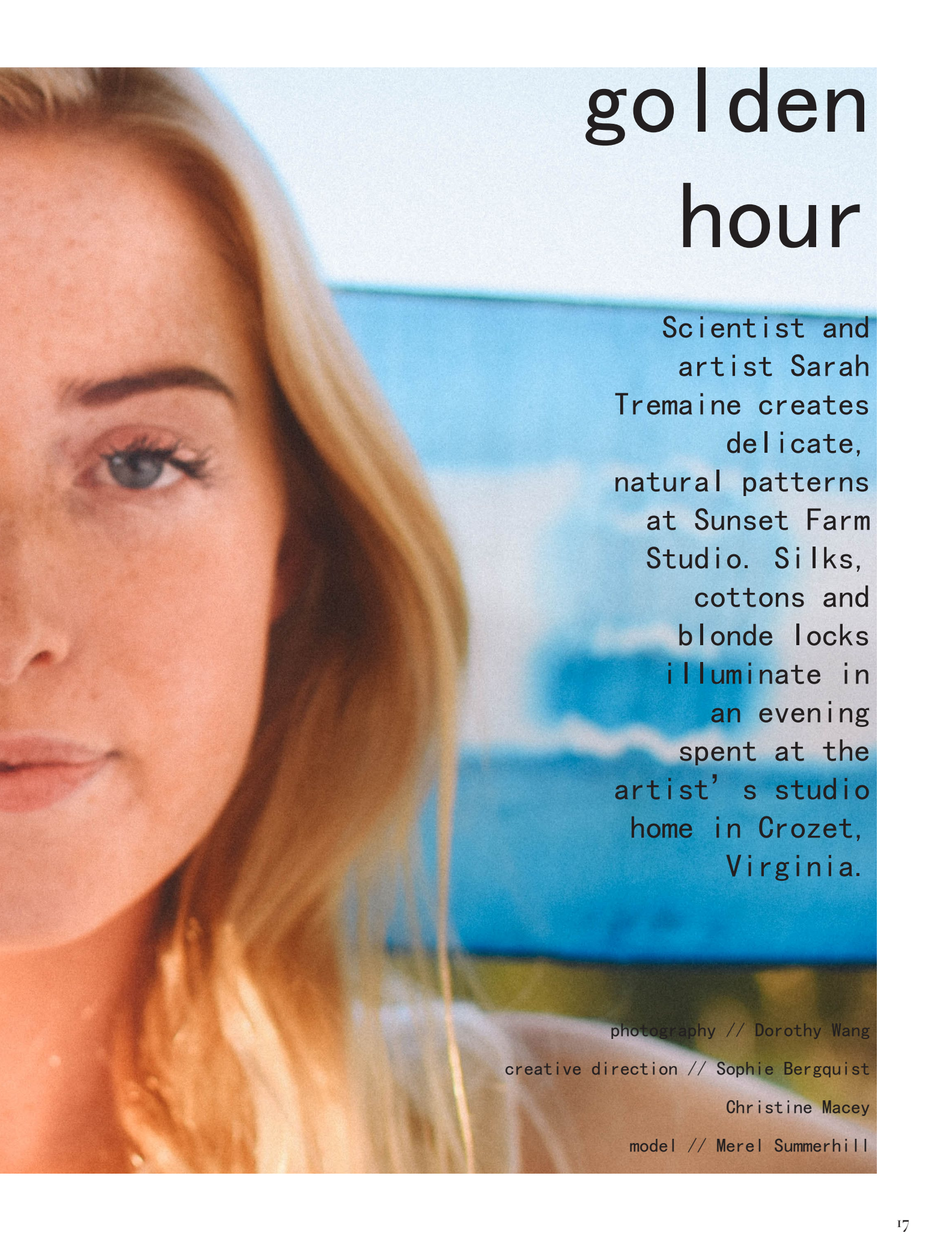
Ricketts wears a long-sleeve dress she made using a sheer marbled fabric and lined with an ivory silk

Deondra Ricketts



the designer wears a mid-length sleeveless vest that she made out of a textured woven fabric and lined with silk





golden hour

Scientist and
artist Sarah
Tremaine creates
delicate,
natural patterns
at Sunset Farm
Studio. Silks,
cottons and
blonde locks
illuminate in
an evening
spent at the
artist's studio
home in Crozet,
Virginia.

photography // Dorothy Wang

creative direction // Sophie Bergquist

Christine Macey

model // Merel Summerhill




silk eco print blouse glimmers in the late day sun and hay





pinned up
nuno felted
white shift
dress



“when I put on
one of my hand
made tunics or
dresses – I
feel practical,
strong,
playful,
comfortable
and ME... free
to create my
life in the
moment.”

– Sarah Tremaine



left // nuno felted white shift is
paired with an eco printed silk
scarf

this page // garments hang for sale
in Tremaine' s studio, prints are
made using local plants and textures

a chat with the artist:

Sophie: Let's start with the basics... what is it that you create?

Sarah Tremaine: I design and create hand-made dresses, tunics and tops from natural materials using silk and wool roving. I also print scarves, wraps and other accessories using local plant material.

S: Could you explain the process that you use in your designs and prints?

ST: The dresses and tops are made using a process called nuno felting, where wool roving is wet felted into silk to make a new combined, beautifully textured fabric. The 'eco printed' scarves and wraps are made on silk and silk-wool blend fabrics; local plant material transfers its natural pigments onto the silk using a steaming process.

S: How has your background in science influenced your creations?

ST: In college, I studied both horticulture and environmental sciences, culminating in my PhD in Environmental Science at UVA. I

worked in environmental consulting - cleaning up toxins using bio-remediation. I have always had a passion for the natural world and that is definitely expressed in my fiber art and paintings.

S: Where do you find most of your inspiration?

ST: I am inspired by several things... The staggering beauty outside my door - the Blue Ridge Mountains and small petals; the materials I work with - the texture, drape and feel of these natural materials are so wonderful; and my paintings also inspire me - it is as if they are in conversation with the fiber art creations.

S: How does your studio influence the work that you do, or vice-versa?

ST: I feel so incredibly fortunate to have a beautiful space to work in. It supports my work and gives me freedom to create new things all the time. I wake up each morning so excited to get out there and see where my imagination, the materials, and my heart will lead me.

follow @sarahtremaineartist



above // intern Christine Macey explains the nuno felting process that Tremaine, right, taught her
 below // a corner of the studio





let's makeup

photography by Coco Spagna
makeup by Zoe Gray
direction by Sophie Bergquist

NOW takes to the streets to pair
Charlottesville's most vibrant murals with
equally bold beauty looks



w e l l r e d

@ ix art park







all that glitters

@ blue moon diner



calm cool
collected

@ opal yoga





The background of the page is an abstract composition of black and white geometric shapes. A large black rectangle occupies the top-left portion. A white rectangular area, which serves as the text container, is positioned in the upper-middle section. Below this white area, a large black triangle points downwards towards the bottom-left corner. The remaining space on the left and bottom is white.

negative space

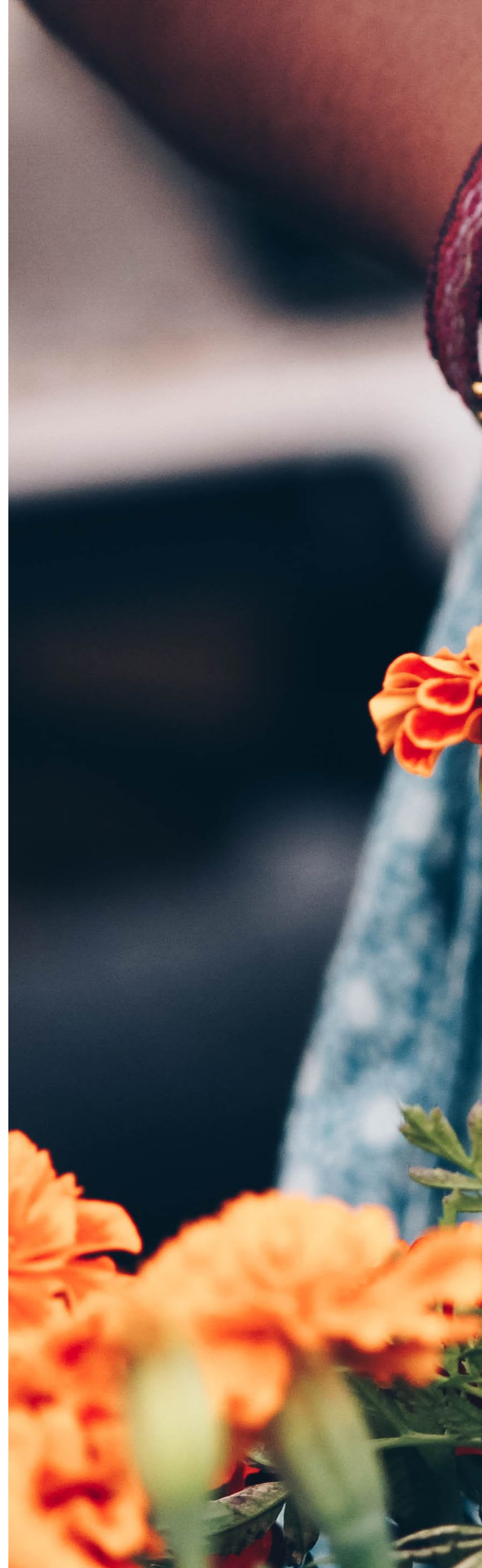
@ ix art park

it takes a village

Jessica Shalvey explores what it
means to be ethically fashionable
in a consumer world that has come to
value the fast and trendy above all

by jessica shalvey
photographed by emma sharon
directed by gabrielle stanfield

U pon hearing the term
“fair trade,” many tend to
think of coffee or produce,
where fair trade certifica-
tion is perhaps most often
seen. However, the sustainability-centered so-
cial movement, dedicated to empowerment and
equality in a global community, has entered a
new realm of influence: the apparel industry.



model layers a textured brass ring set from Bombolulu Workshops and Cultural Centre, located in Mombasa, Kenya and works to help men and women overcome physical limitations in order to become economically and socially empowered.



Fair trade has two major focuses - the planet and the people who inhabit it.

By sourcing from participants who hold themselves to rigorous standards in regards to working conditions, wages, hours, and the absence of child labor, fair-trade-certified businesses are able to improve industry standards and how they treat their workers. Employees, especially women, gain a new, much needed voice in the workplace, and are empowered in community development. Similarly, by promoting practices and setting environmentally friendly goals, such as regulating runoff, GMOs, and waste disposal, fair trade businesses are simultaneously creating a cleaner earth

on which future generations will live and grow.

On Charlottesville's bustling downtown mall, one store in particular, Ten Thousand Villages, has held itself to these standards that should soon become a norm in the clothing industry. The fair trade apparel and handmade decor shop writes on its website that "together, we directly impact the lives of 20,000 makers in 30 developing countries." Since its founding in 1946, more than 70 locations have arisen nationwide, allowing for \$140 million in sustainable income earned by makers who may otherwise be unemployed or underemployed.

Through fair trade regulation, extra funding is given to communities from certified companies.





colors that smile

left: a blue textile headband hand-made by Artisans in Nepal's Kathmandu Valley ingeniously mixes traditional skills with contemporary textiles.
this page: red traveler dress from Mata Traders, made at a fair trade women's cooperative in India.

behind the scenes

visit or volunteer at a Ten Thousand Villages location near you to be a part of the fair trade movement

You're
empowering
women and
girls



FASHION A
BETTER WORLD

Rosy



Rosy, a member of one of Mata Traders' partner cooperatives, is part of a large and vibrant Indian family. When she joined the cooperative, Rosy hadn't sewn before and was bound by Indian gender traditions – her husband made her wear a sari to cover her head, and was skeptical of her new job. She started out sewing bags by hand, but was soon promoted to a supervisor.



These communities can then decide how to use the funds for various economic, environmental, and social development projects, such as access to education and healthcare. In America, standards are generally set by Fair Trade USA, a non-profit organization that is the leading certifier and promoter of companies that act in an ethical manner.

Lara Mitchell, a Sales Associate for Ten Thousand Villages, said, “I think [the college age] generation, my daughter’s generation, is very aware, more than we were. You’ll have children someday, and those children will have children, and if we’re going in the same direction we’ve been going in the past 50 to 80 years, we’re going to be in bad shape.”

When discussing how to best address our responsibilities as part of modern consumer culture, Mitchell also notes that globally, fair trade is a win-win. “Why not, right? You’re going to buy chocolate, you’re going to buy a lamp, you’re going to buy a pillow, why not make it fair trade,” said Mitchell.

Internationally, fair trade is regulated by the World Fair Trade Organization, which operates in over seventy countries and defines the practice as a “tangible contribution

to the fight against poverty, climate change and global economic crisis.” The WFTO also outlines Ten Principles of Fair Trade that organizations must follow in their day-to-day work, including fair payment, capacity building, and respect for the environment. In an often material-centered and increasingly individualized world, citizens have taken on the new role of consumers: a power that can be used for good through the everyday choices we make regarding the things we buy.

“It’s a personal situation. Why would I go to another store like Walmart or whatever when I can get beautiful things here?” said Mitchell. She emphasizes that fair trade is a much needed global movement. “We’re helping people, and that’s what you have to do now, that’s what the country’s come down to, we have to help each other. There’s no more being selfish.”

Ten Thousand Villages works off of the motto,

“Live Life Fair.” As part of a movement and mission promoting equality, culture, and consciousness, the shop is creating positive change in the Charlottesville community and beyond towards more sustainable living in a consumer world.

“We’re helping people... we have to help each other. There’s no more being selfish.”





athleisure

a visual exploration of the year's most explosive trend in everyday wear

photography by Coco Spagna
styling by Maya Silverman



red zone

a hit of a bold color gives life to a chic look of black and mesh cutouts, easily transitioned from running laps to
running errands





crisp whites, a clean beauty look, and one of the biggest brands influencing the athleisure industry





the timeless adidas classic Stan Smith shoe have become the foundation of any successful athleisure look



substantial

Last Look:





NOW shifts focus to Charlottesville, stays grounded courtesy of Cape Cod and lucky shoes

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