

S a m p l e



CLIENT:

We Are The Chosen

PROJECT:

**Social Media Posts
Instagram + Facebook
Copy + Graphic Design**



WHAT IS CIRCULAR FASHION?



we.r.the.chosen So glad you asked! Circularity in the fashion industry occurs when the by-products of production (that would normally be wasted contributing significantly to the destruction of our planet) are brought back into the cycle for further use.

How can you play your part? Source a wardrobe rich with previously owned pieces ready for their second life. If you know 'the right' people (umm, hi 👤) you'll still hit the style mark, help the environment, and the icing on the cake? Your bank balance will thank you – in a BIG way.

quality clothing brands
secondhand.



AS-NEW CONDITION

SUSTAINABLE STYLE

CAREFULLY CURATED

we.r.the.chosen We Are....brands everyone knows & loves.

We Are....in immaculate as-new condition.

We Are....advocating conscious consumerism.

We Are....launching tomorrow ✨

We Are....The Chosen x

PLEATED LAMPSHADES



we.r.the.chosen Now I'm the first to admit that when I saw pleated lampshades making a resurgence, all I could think about was my childhood bedroom circa 1988 🤔. But, I've come around....in a big way.

With a 2021 makeover (think textured or shaped bases), they can elevate any bedside or living space.

Keep an eye on We Are The Chosen as I have sourced some of these beauties for my first drop....and I can't wait to show you all ❤️



"COME BACK
STRONGER
THAN A
90'S TREND"


we.r.the.chosen A bit of Slim Aarons, some dried botanicals and palm spears in terracotta, a dash of Gucci, a sprinkling of rose in beautifully cut crystal and a front façade to die for. That's what I'm feeling right now... x

we.r.the.chosen [@taylorswift](#) was definitely on to something here. Although there are many 90s trends we'd rather forget (what is seen cannot be unseen... 🙄), there are so many positive influences on today's fashion landscape.

Leather skirt suits, midi skirts, grunge inspired pops, minimalism (think Kate Moss in an endless rotation of slips) and hoop earrings to name a few. These were B.I.G then, and continue to shape trends in 2021.

And fellow teens from the 90s, we all know we would have gladly sacrificed our beloved butterfly clips, lip smackers and over-plucked brows for even 1% of Cher from Clueless' wardrobe...



we.r.the.chosen I draw style inspiration from many people (some I know, and others I only insta-know ) , so today I am profiling 5 of my all-time muses:

- Pernille Teisbaek [@pernilleteisbaek](#)
- Annemiek Kessels [@modedamour](#)
- Petra Mackova [@pepamack](#)
- Saasha Burns [@saasha_burns](#)
- Leonie Hanne [@leoniehanne](#)

The timeless tailored style and effortless elegance of my numero uno Pernille. The muted minimalistic luxe vibes of Annemiek & Petra. The blend of clean casual staples and floaty bohemian feels of Saasha and the colourful, feminine designer-infused looks from Leonie.

All pure perfection ✨



we.r.the.chosen Undoubtedly trending and 2 of my favourite materials/finishes right now, both will feature in the first We Are The Chosen homewares drop ❤️

I can see my mum high fiving me now as her passion for terracotta lives on 🥳 Whether it's a vessel, an outdoor pot, lamp base, tile, dish or colour palette, I'm ALL about it.

Rattan can also do no wrong at the moment. Furniture, baskets and other soft furnishings and homewares, it is e.v.e.r.y.w.h.e.r.e.

Am I the only one who was too much of both? 🤔 Is that even possible??



we.r.the.chosen Stripes & gingham. Yes and YES.

As I flick through my wardrobe (and my We Are The Chosen pieces), I see a lot of both. A Lot.

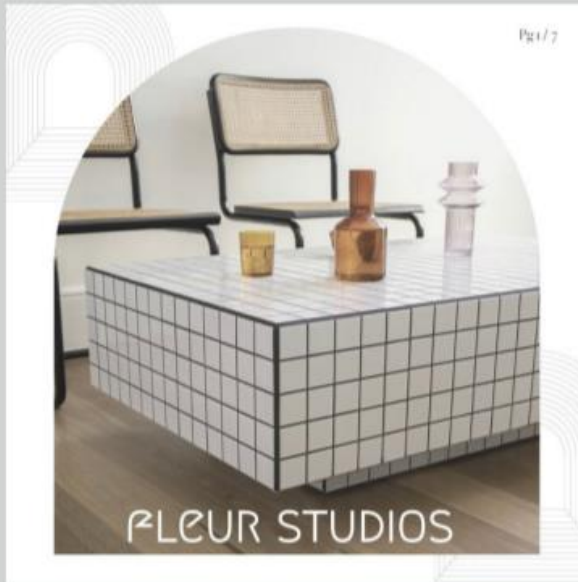
I am all about timeless style when it comes to fashion and both are on point right now, yet also stand the test of time. Whether it's casual street style you're after or something a little more event-worthy special, stripes and gingham have you covered 🙌



we.r.the.chosen Each & every collection, [@zimmermann](#) dishes out pure swoon-worthy perfection (and I didn't even plan for that to rhyme) ❤️

Whether it's their signature prints or a floaty dreamy dress like the one pictured, they always nail the brief; sophisticated femininity.

PS - For my fellow Zimmermann lovers, there may be a preloved piece or two featuring in my first style drop (stay tuned for dates). If I can part with them that is...



we.r.the.chosen Love a locally founded company ❤️ These amazing tiled pieces have been described as statement furniture blurring the lines of art and function...and I'm a fan.

It's not hard to guess that [@fleurstudios_](#) founders, the talented Philippa Moorfoot and Wesley Sinclair, have a combined background in product design, interiors, architecture and fashion.

Cannot wait to integrate one of these beautiful pieces into my home to adore for.....forevermore ✨