

# Casa Ethica

October 2020



SPECIAL FIRST EDITION

01.

**Bright & Bold.**

**So you Don't have to Pick between The Planet & your Personality**



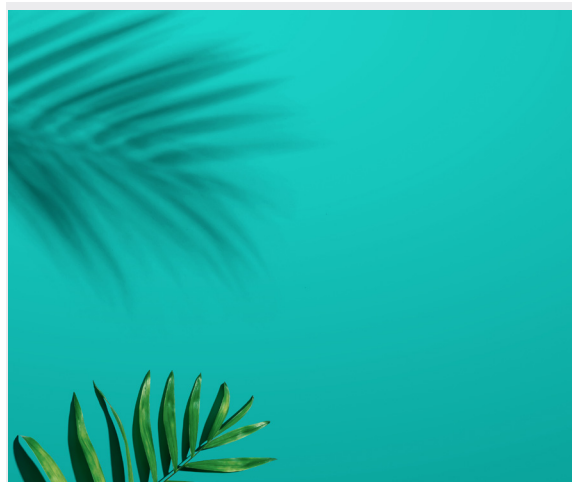
WEBSITE LAUNCHING OCTOBER 2020

[www.casaethica.com](http://www.casaethica.com)

FANCY A CHAT?

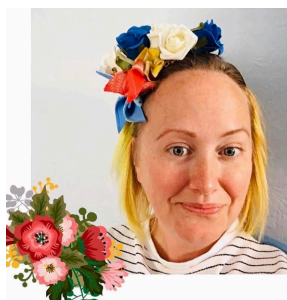
write to [carrin@casaethica.com](mailto:carrin@casaethica.com)

/04.



## Welcome to the First Issue!

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/18.

Feature Friday

Meet our  
Community  
Members





/06.

## Being Bright & Bold.

Tell Your Story with Colour



How To:  
Crafting the  
Story for Your  
Product

P. 10

/14.

## Modern Craft in 2021



WITH THE WORLD CHANGING, WHAT  
DO WE PREDICT FOR NEXT YEAR? -

14



Carrin

Robertson

# Welcome to Casa Ethica

Hola! Welcome to Casa Ethica, I'm so happy to have you as part of the Community, and I really hope you enjoy your time here. This is the very first edition of the Casa Ethica Magazine, it is a space for resources, that I hope you will find both inspiring and useful. I'd love to know your thoughts on it.

A magazine seemed like a fun and inclusive way to interact together, in Conversations about Craft and being an Ethical brand owner! My aim with Casa Ethica is to create a positive environment to celebrate brands doing good, and creating a space to spotlight people like yourselves. This is all about YOU.

I'm very much on this journey with you. My experience in Ethical brand production has been informed by both my previous jobs, my own personal interests and research into what I'm passionate about. I spent time working in-house creating objects for VM display for luxury brands within the UK - from design to materials selection to finished product. Later, I worked with Artisans and a Co-operative in Guatemala creating textiles and accessories in an Ethical way, I got very involved in the ins and outs of craft history, culture and all the fun things like logistics and exportation! If you want to chat about production overseas, holler at me.

I believe in staying informed and growing and learning together. I'm still very much learning too, and my current opinions and beliefs are based on what I know right now. I love learning from others, and this Community is very much a space for that. Sharing and learning together.

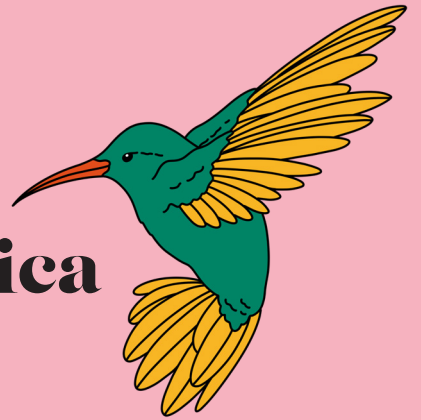
This month's topics are: Tell your Colour Story, Write Your Product Story, Craft Trends for 2021, and a Spotlight to Celebrate 3 of Our Community Members.

We'll do live Q & A's in October around these topics in the Facebook Group, there will be a survey for best times coming to you shortly.

The Marketplace is coming along swimmingly and I can't wait to invite you to join. In the meantime, I hope that you enjoy the First Issue!

Carrin x

# October at Casa Ethica



We bring you the First Edition of the Casa Ethica Magazine.

We Welcome Applications from Founding Members to Sell on the Marketplace, from late September.

Live Q&As in the Facebook Community on:

- ~ Exploration into Colour
- ~ Tell Your Product's Story
- ~ Craft Trends 2021
- ~ Special Pre-Launch Workshop TBC

October 30th the Marketplace goes Live!







# Being Bright & Bold: Tell your Colour Story

by Carrin Robertson

*When people ask, “what’s your favourite colour?”, it seems ridiculous. Favourite colour for what? The sky? Clothes? My living room walls? It varies, depending on what we are using the colour for. Right?*

*When it comes to Product Design, we have to take into consideration where the object will be in context to other elements. For longevity in sustainable trends, we look away from short-lived fads and towards growing trends so that we can guarantee longevity in our designs.*

There is so much to say about colour, getting the balance between what you decide to choose as a designer, and what your customer

will buy is an absolute art. As a designer part of your role is to inspire people through your visual language, the colours you choose tell a story. Being confident with colour comes very naturally to some people, and to others, there is a curiosity to it, a myth that they can't quite crack.

As designers and brand owners, you'll be familiar with the colour wheel from Art class, or just be naturally good at it! Colours sitting next to each other on the wheel are harmonious colours and create a calm feel, and opposing colours are contrasting, and are more likely to draw attention. There are of course a lot more nuances to this, tone, pigment and hues.

When choosing what colours to use, how do you go about it? Does it come naturally to you? Is the choice even made by you or are you repurposing materials and therefore the colour is decided already? If you are using natural dyes, for example, there is only so much manipulation that you can do to decide the outcome, compared with printing digitally and using Pantone references. Apparently, the colours can vary depending on when in the lunar cycle the plants have been picked. I don't know much about the science around this, but I love the idea of the moon's influence!

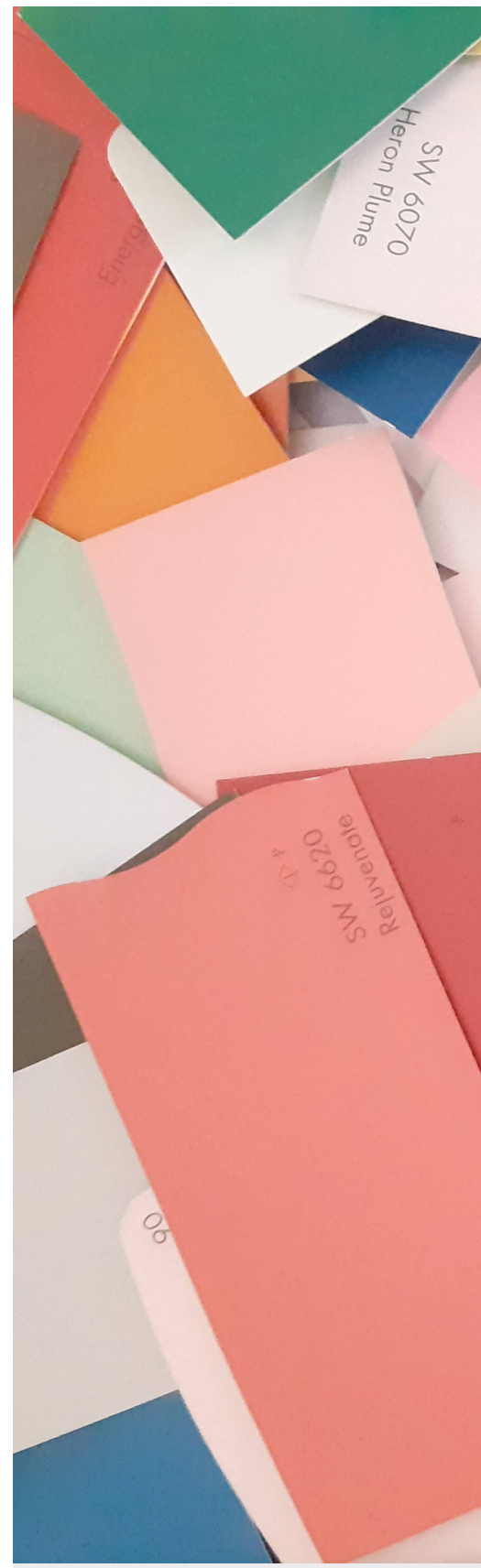
There isn't a right or wrong answer if you choose lime green over violet to dye your threads, but there are questions to ask if you have your ideal customer in mind. By choosing the lime green, you'd do well to explore the symbolism behind the colour, what it means to people by age, by gender and their geographical area. Is it too risky for some? Or are your target market Billie Eilish or Prodigy fans?

### **Tell your story around colour!**

Were you inspired by a place to choose your colour scheme? The colour of seafoam from a holiday, or grey brutalist architecture speckled with greenery?

If there was a cultural choice behind your products that you didn't personally make, tell that story. For example you work with a group of indigenous women who have designed the colour scheme, and it's been woven into your product, speak about the significance of these keeping these choices and how your product is from heritage.

Telling your colour story is part of your brand. Have fun with it and let us know how you get on!







**Multiple research sources have confirmed that we have an emotional response to colour. Colour is the first thing consumers respond to when seeing a product and it is the beginning of our relationship with a product.**

# How To: Write a Product Description

**Great photography can communicate a lot, and often it's the look of something that will sell your design, however, when it comes to Ethically crafted products, shoppers are buying much more than a product, they're buying a little piece of your story. With the world changing, and going through 2020 together, authenticity and care for humans is paramount. Narratives connect shoppers to other people and places by adding a personal experience to a product, and giving it an aura of authenticity.**

You designed and created your products with a human behind it- you! How can you craft your story into your products to help it sell? It doesn't have to be an essay, we can keep it simple. One thing to bear in mind when writing your copy for a Marketplace, or any other platform, is not to copy and paste what is on your current website- this is because it affects SEO rankings. Which we can go more into another time.

For now, simplicity in your story is perfect. Let's break it down.

by Carri  
Roberts





# product description template

## **Title**

**Colour/USP/Product Type**

## **First sentence**

*Tell customers what the item is, where it was made and who it was made by (ideally we want to use their first name!)*

## **Second sentence**

*Talk about the inspiration behind the product, why have you decided to make this? And how will it bring customers joy?*

## **Third sentence**

*Finish up by either offering a styling suggestion, highlighting one of your products features and its benefits or by explaining why this product is a more ethical choice than competitors.*



**Product Title:** directs your customer straight to your product. What your product is in it's simplest form, along with it's unique selling point (USP)

e.g. Lilac Hand-embroidered mesh T-shirt

Organic Edible Cornflowers

Handpoured Gorse Candle

**First Sentence** - Tell the customer what the item is, where it was made and who it was made by, ideally we want their first name to make it more personal.

e.g. This top was transformed into a wearable piece of art in my mum's dining room by me, Chrissie.

e.g. Grown using 100% vegan farming methods, our edible flowers are grown in North Wales, by us, Tim and Suz.

e.g. Using hand-picked gorse flowers, our candles are made by a co-operative of retired men in Aberdeen.

**Second Sentence:** Talk about the inspiration behind the product, why have you decided to make this? And how will it bring customers joy?

e.g. I adore embroidery and crochet, crafting with my hands brings me joy, and wearing it will be sure to bring you the same!

e.g. We believe in growing seasonal produce delicious and nutritional for our own family, as well as yours.

e.g. Making candles keeps us out of mischief, and they make a great gift for the wife!

**Third Sentence:** Finish up by offering a styling suggestion, highlighting one of your products features and it's benefits, or by explaining why this product is a more ethical choice than competitors.

e.g. Wear tucked into wide-leg Palazzo trousers for fresh summer style.

e.g. By using zero animal products in our compost, we're an even better choice than organic.

e.g. She tends to light one in the bathroom, I can smell

it all the way around the house, winner!

**Let's put them together:**

***Lilac Hand-embroidered mesh T-shirt.***

*This top was transformed into a wearable piece of art in my mum's dining room by me, Chrissie. I adore embroidery and crochet, crafting with my hands brings me joy, and wearing it will be sure to bring you the same! Wear tucked into wide-leg Palazzo trousers for fresh summer style.*

***Organic Edible Cornflowers***

*Grown using 100% vegan farming methods, our edible flowers are grown in North Wales, by us, Tim and Suz. We believe in growing seasonal produce delicious and nutritional for our own family, as well as yours. By using zero animal products in our compost, we're an even better choice than organic.*

***Handpoured Gorse Candle***

*Using hand-picked gorse flowers, our candles are made by a co-operative of retired men in Aberdeen. Making candles keeps us out of mischief, and they make a great gift for the wife! She tends to light one in the bathroom, I can smell it all the way around the house, winning.*

**Ethical consumers are looking for a way to express *their individuality*, and in doing so, are interested in the *individual behind the product*.**

**What's your product story?**

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by Carrin

Robertson

# Modern Day Craft.





Technicolour Tie-Dye

**Trends in Craft are all about longevity, creating something as a forever piece to be loved and cherished.**

In order to see where we are going, we need to know where we came from. When exploring Trends, we use history and the present moment to gather inspiration in order to move forward. The word “trend” sometimes has negative connotations when we refer to Ethical Production and sustainability, but it simply reflects the current Collective movement and where it’s headed. It’s not the same as a craze or fad- they’re short-lived, and for sustainability, something we turn away from. A trend is the Zeitgeist.

Craft is a Trend in itself, Maker’s movements, Craftivism and the appreciation for the handmade have been gaining popularity for the last few years, and with the global pandemic creating time and space for some to fill, many turned to creating with their hands. Let’s take a look at what is on the up for 2021 and beyond.

### Technicolour Dreams

Tie-Dye has been a very popular way to upcycle an old jumper or bedsheets during lockdown, and we see the Trend in technicolour experimentation continues using traditional hand-dyed methods like Batik and Shibori. Being able to do this at home, has resulted in a letting go of control and enjoying the result, in a care free Dadist manner of spontaneity. Coupled with the soft palettes of natural dyes, means it can be a more sustainable craft as well.

### Slogans & Written Messages

Politically, slogans have been used in fashion to create impact, using bold type. We would have to start the conversation with Katherine Hamnett's meeting with Maggie Thatcher in the 1980s wearing her anti-nuclear slogan, reading "58% Don't Want Perishing".

Modern-Day activists are using their Craft to raise awareness for causes they care about and often using the profits

to financially support those causes. It's vital to note that it's not a fad, and is for spreading awareness, not for gain. Used with thought, it can be an important and powerful way to be a part of the movement in the way Designers, Makers and Artists do best. Whether you are creating fashion, a doormat or sign for the outside home, or subtly on the care instructions of a bag.

### Abstract Shapes + Play

Looking at "reshaping" everyday items to give them interest has been a growing trend, particularly in Home Ware Objects and Accessories. For example wavy or pyramidal shaped candles, handbags shaped like accordians and experimental ceramics. Abstract shapes also are seen as surface patterns on products, allowing the colours to take centre stage and the boldness of the shapes to carry that.



*Slogan + Type*



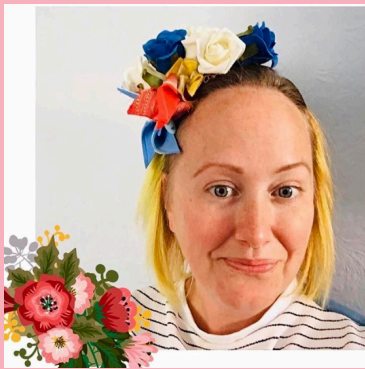


*Abstract Shapes + Play*

**Craft is a curious word. but ultimately, it's the language of the hands. Whate we design and create with the human touch, is what makes it magic.**

# Feature Friday. Meet our Community Members .

01.



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Julia  
Tatty Moo.

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Tatty Moo is a Sustainable Fashion and Accessories brand using Deadstock fabrics, damaged stock and donated clothing to reduce Textile Waste. Stencilled t-shirts with a very Viv Westwood vibe. Her hand-dyed dresses and woodcut accessories create a totally stand out brand, with Activism at the forefront. Julia brings her skills as a Senior Garment Technologist to create perfectly-fitting pieces for your zero waste wardrobe.

02.



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Jess  
I Self Care

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I Self Care is a Home and Body Care brand with gorgeous shades inspired by softer retro palettes. Jess uses Vegan silks to hand-dye them with botanical dyes using traditional methods. The same plants are used to create soaps and balms. In her process of making, Jess's rituals of Self Care are translated into her beautiful pieces. All the plants are grown in her garden and lovingly extracted, or sourced ethically ready for your own Self Care.

03.



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Nona  
Pepita Makes

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Pepita Makes is a colourful and sustainable jewellery brand inspired by geometric patterns and woven textiles. Nona loves creating bright and colourful accessories with serious eco credentials, proving that you don't have to sacrifice your style to be kinder to the planet. Bold statement hairclips made with eco resin and yarn trimmings, fluffy tassel earrings and punchy mini woven pins make a unique accessories collection sure to make people smile.





**Coming Soon!**

# **Casa Ethica Vol 2.**

[www.casaethica.com](http://www.casaethica.com)