

ANIAN

THE LANGLAND BAY ISSUE



FASHION NATURE MUSIC



EDITORS LETTER

This magazine was born out of a frustration of fashion magazines not putting anything in their magazine about sustainability but posting about it on social media.

This magazine is for the youth that are tired of watching their world become exploited and ruined just so someone can have some cheap clothes.

This magazine is to raise awareness about sustainable fashion and why it is so desperately needed.

A total rejection of the normal in fashion magazines and highlighting sustainable brands instead of the latest Gucci or Prada show and then an interview with a celebrity which offers nothing to the reader and is all for show.

THIS IS ANIAN.

MATT JONES

REBEL WITH NATURE!

LANGLAND BAY ALL DAY

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Styling- Matt Jones
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A massive thank you to Flamingos Vintage in Cardiff who lent the garments out to me to use. You can find them in the Capitol Centre in Cardiff and on Instagram @flamingosvintagecardiff.





This shoot is the main event. The whole concept of this shoot is to show that vintage fashion can loom like high fashion and is a beautiful alternative to the cheap and nasty crap that these fast fashion companies put out.

Langland Bay was also where the first skaters in Wales were based and as a massive fan of skate culture I couldn't pass up such a golden location

This shoot aims to show off the true beauty of nature whilst portraying fragility as our Earth is very fragile and we only get one Earth.

These photos were taken on a Nikon F90X 35mm film camera and have not been touched up at all. this is the most natural a magazine photoshoot will ever get.









BETHANY WILLIAMS

The LookBook



ADAM JONES CLOTHING

ARTWORK BY @DARCYWHENT.ART





ADAM JONES CLOTHING



STORY MFG

ADAM JONES- FROM THE PUB TO THE RUNWAY

You are looking back at photos of you as a child and what is the most common place / scenery? For me and a lot of others it would be a function room of some random pub with you all dressed up for a family members birthday. The brown wooden room and the deep maroon beer stained carpets are still ingrained into my brain today. It seems I am not the only one as London based fashion designer Adam Jones from Froncysyllte, near Wrexham in North Wales has taken these old locals and with the power of extreme talent and a load of old beer towels created some of the most eye-catching sweater vests for your journeys to the pub and wherever the pub takes you next. I sat down for an over the phone interview with him and it was an amazing insight into the legend himself and how his journey has been up to this present moment.

ME: To start off, what would you say is the worst thing in fashion right now?

AJ: Aw god that's a hard one, there's so many things, I don't even know that answer to the first question, the worst thing regarding sustainability?

ME: Yeah, anything really you know, there's so much!

AJ: I kind of, more than the sustainability side, hate the way it's run by the British fashion council and fashion week. The way that it's perceived that you have to be a part of official London fashion week, you have to be a new gen and fashion, part of the system kind of thing, you have to be in certain shops, you have to be in Dover Street Market, you have to be a brand.

I think British fashion council is still kind of run by an older generation that are not aware that things have changed they still have unless you don't have certain things then you can't have your official schedule and like all these really old-fashioned rules that still exist unless you pay, so it's kind of they kind of say they support you but they don't unless you give

them money or you are already quite established. It's still quite difficult to get into. It's very strange. I think the youngsters don't mind doing it the wrong way. But I'm kind of a bit old fashioned kind of older, and I started my business and grew up thinking that that's what you have to do so it's disappearing a bit later in my mind that I do have to do that.

ME: I find it really interesting, like the way you design I've like, never, ever seen it before. And I was just wondering, like, what made you start designing like, the way you do?

AJ: I think, being back in Uni, I mean, it was, you know, we went on, like school trips from Manchester to London to buy your fabric, that's just what you did and that's what everyone was doing, and you went in big groups and in the same shops buying the same thing, You know, spending a lot of mon-

ey on these fancy, you know, expensive fabrics and it wasn't exciting, if I make a shirt out of this beautiful fabric aesthetically it's probably gonna look nice, yeah just kind of looking for looking for alternative materials that other people weren't looking at and didn't see. Yeah just kind of looking around, I was

just always painting on fabrics, dust blankets. blankets and things laying around. I just started playing with them. And I just thought, okay, yeah nobody else is making anything out of these. So that's how it started and i've just always kind of worked that way since.

ME: I mean, a bit of a loaded question, again, what do you think it would take to for sustainability to become more of an issue for the general population? Because you know, if you do fashion if you are involved in fashion, you're very aware of what's going on but like, what do you think the general population need to take sustainability a bit more serious?

AJ: Yeah, it's so difficult because people don't have the money to buy sustainably because it is more expensive. It's really tough because, you know, some people do need to shop in Primark and ASOS, you know, to dress themselves and their kids. It's really hard. It's kind of I think, I don't know if there is a rule where you have

to manufacture in your own country, or something you know if kids were taught to sew again in school. It's hard because you want to work out terrible working conditions abroad and if some of these factories stop producing that will take away any income they will get in

anyway and these countries rely a lot on this manufacturing income. So it's a tough one, yeah, maybe bring back teaching kids solely from primary school just so people are aware of the work that goes into it.



ME: What do you think the future of fashion is like, next five years?

AJ: I mean it changes, it’s like an old-fashioned industry that changes very slowly. I don’t think there’ll be any big changes in the next five years. Like, fashion is one of the only industries that isn’t really regulated by the government. Dealing with like, what is it the second biggest employer base income? Biggest money generator in the UK after cars, I think.

The car industry is so regulated where now you know it has to be electric cars, they put up all these charging stations. You know like the government seems to be they’re like, behind the sustainability of cars, but they’re not interested in sustainability in fashion. It could be like you know this generation of kids where it’s like the latest fit and it’s like, these

You Tube Kids where they just buy things from ASOS and it’s so easy to return them. Maybe there should be regulations on that like when you can only have so many returns a month or maybe you can only spend so much every month, I don’t know just some kind of regulation like that. The return thing is pretty bad, you can just drop it at your local shop it’s just become too easy.

ME: How hard was it for someone like you from a small town in North Wales to get into the fashion industry?

AJ: Very hard, I guess. Graduated in 2013 did my first show in 2016, I guess it stems from when you’re a kid like doing textiles in school wasn’t a thing so I didn’t even take textiles in school because it just wasn’t the thing for young guys in Wales to do, College I wasn’t going to do fashion and in the last minute decided no, I’m gonna do it. I think growing up in a place like that it’s yeah,it’s I don’t know maybe it’s in your mind or maybe it’s

changed now because I was embarrassed to buy like Vogue in the corner shop, but it was like all these negative connotations of having an interest in clothes or the way you look. Yeah , well where I’m from it just seemed weird And yeah, I guess it has been difficult because fashion is very like London centric and when you graduate, you don’t get much attention if you’re not in one of the London schools.

You just had to work hard and persevere which I have done. Sometimes I think maybe it’s all in my head and I’m just holding myself back or did because of where I grew up and the way it was. Things have become a lot easier now like, I wouldn’t have social media back then. You know, I wasn’t on Instagram so it’s become a lot easier. Hopefully, there’s young guys from Wrexham now trying to do something.

ME: if you were to do a collaboration with any brand at all, what brand would you want to collaborate with?

AJ: Probably like want to do one of the classics like Dr. Martens or Levi’s or

maybe like a homeware company.

ME: As a fellow Welshman I completely relate to your love of pubs, because they are normally the centre of a community so I would like to know what about the pub inspires you the most?

AJ: It’s just a place I spend a lot of time and was one right opposite the studio, I didn’t drink until I was 18, I was a good boy and then as soon as I discovered the pub I just became obsessed and made up for lost time. It’s somewhere I'd just go to sit and think and then that's where I get my ideas when I wasn't doing anything.

So yeah, that place was obviously gonna inspire me. Yeah, I think it’s a place when your Welsh it’s a place where you grow up like every kid's birthday is in some function room in a pub and every Christening, you know. And they're all kind of stuck in the 70s and you're always surrounded by that kind of colours and patterns.

You know, when you look at photos of you as a kid, it's like you're always in some kind of brown wooden room in some pub and just kind of sticks with you.

ME: As a fellow Welsh creative it has been really inspiring to see you, from Wrexham, to continuously grow and just wondering how has the last year been for you with the pandemic and everything?

AJ: I mean, it's been the best year ever, to be honest. I know, it's weird to say that. I was always working full time and this has been an expensive hobby side project. Whereas, you know, being furloughed has just allowed me to get like, free money I just had every day to work on what

I want to do so it's been a blessing in disguise to me. Yeah, like, rather than when I did my last show, it was kind of just working on it in the evenings on the weekends and trying to book a day off work to be able to do my show at fashion week, a lot of hard work, whereas this time it was you know,

I had so much time to prepare and since the show in September, it's really taken off because now I got time to make stock and i’ve been in a studio this year. So yeah, best year ever really.

ME: What do you see the future of your brand being like in terms of like, do you want to scale up? Do you want to continue doing getting in certain stores, or that type of thing?

AJ: It’s weird like I’m kind of at that section now where like I am getting a bit overwhelmed by orders and I've always wanted to make them myself because I really enjoy making them and most designers don’t make their own things which is crazy So sometimes, I think of myself like a maker like an artist because

actually make it and I love doing that. But it’s starting to get to the point where I feel like I'm gonna have to start outsourcing something. I want to do knitwear, maybe I will get someone freelance to help me do a bit of this and

a bit of that, so that the business can grow but not too much I still want to be in control of it. I never want to do more than one show a year I think that’s enough.

ME: I have always been curious about this, how do you get like, all of your stock? Like the beer towels, etc?

AJ: It’s been hard, mostly it comes from boot sales, junk shops and markets. Going to certain markets, one on a Monday one on a Thursday, one on a Wednesday and Saturday. It’s going to all these different places every week. And then I usually do like a big trip back home to Wales and go around all the shops there. Yeah, and then it’s usually like I find something I

like at one of these places and then searching on Gumtree, Facebook and eBay like every day I will check. I don’t really want them to be one-offs, some of them are many because so it's kind of a have to collect these materials in certain quantities before I put it into a collection. So, I know I can sell a few of them. And so that kind of kind of decides what the clothes

gonna look like, depending on how much of a certain thing I can find. If I have collected 3 of the same tea towel that can’t go into the collection now because that’s not enough, maybe it will be in it in the next two years. I kind of just work like that. Which is really exciting. You never know where you can find what you can make.

BRAND SPOTLIGHT



**S
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G**

SHOP AT:

STORY MFG.COM

BROWNS

MR PORTER

END.

MATCHES FASHION

GOODHOOD

GARBSTORE

STORY MFG was founded in 2013 by iconic husband and wife duo Saeed and Katy Al-Rubeyi. This amazing brand only uses organic cotton and natural dyes, hand crafted and dyed in India. Having bought a couple of items I can reassure everyone that the quality is incredible. Although a pullover can set you back £380 and a long sleeve T-shirt £75 it is well worth it.

Story MFG is an independent brand who has seen an immense amount of growth in the last 5 years whilst paying a living, proper wage to all workers and

upholding traditional techniques of crafting and dyeing garments. Story has 10 beliefs that are the centre of everything they do: Patron of the arts, Waste is lazy, Animal kind, Regenerative agriculture, Family values, Anti Racist, Clothing is skincare, Built to last, Synthetics are not our enemy and Pragmatic by nature. Story MFG is my favourite brand at the moment and I urge you all to check them out.

WEEKDAY



VEJA

Owned by the H&M group, Weekday is a Swedish streetwear focussed fashion brand influenced by youth culture and street style. The brand offers a unique retail experience and a carefully curated mix of women's, men's and accessories assortments, as well as a small selection of external brands. What later became Weekday started in 2000 when four friends opened a small store in Stockholm called Weekend. Originally only open on Saturdays and Sundays, the store became so popular it expanded opening hours to seven days a week, creating the need for a name change.

Although Weekday has a long way to go still in its goal to be a completely sustainable brand it is pretty far on that journey. I would compare it as a very much cheaper option to Acne Studios and Urban Outfitters with a top setting you back in the women's section from £8 and in the men's section £12. Jeans cost around £40 and as a owner of a fair amount of Weekday items the quality is amazing and this is definitely a great alternative to fast fashion.

VEJA is a French footwear brand that supplies to 1,800 retailers worldwide including END. Selfridges, Farfetch and NET-A-PORTER just to name a few. Founded in 2005 after founders Sébastien Kopp and François-Ghislain Morillion went on a trip to clothing and food factories in South America, Asia and Australia while running a non-profit group. Their vegan shoes are made out of:

- Organic cotton (upper and inner lining and laces)
- Insole made from sugar cane, Amazon rubber & recycled E.V.A (ethylene-vinyl acetate)
- Bio-sourced and recycled out-

sole: made from rice waste (23%), Amazon rubber (19%), recycled rubber (12%)

These shoes are as sustainable as shoes can be with current technology and are very comfortable and not too expensive with a pair setting you back at least £80. There is still a long way to go until sneakers are completely sustainable but VEJA is a fantastic start.

ADD SOME MUSIC TO YOUR DAY...

6 SONGS THAT INSPIRED THIS MAGAZINE



SLOWDIVE – WHEN THE SUN HITS

This shoegaze classic from the legendary English band Slowdive will send you into another planet with its euphoric layered guitars and laidback almost shy vocal delivery by lead singer Neil Halstead creates a sort of emotional tension to this ultimate alternative love song. The best way I could sum up this amazing song is that it feels like you are running into the sun but you know that when you get to your destination something amazing is waiting for you. This song is complete euphoria for 4 minutes 45 seconds. Go check out this whole album “SOUVAKI”



Phoebe Bridgers–Scott Street

This indie-folk masterpiece is my personal favourite Phoebe Bridgers song. This song is a sad song that as Phoebe herself says doesn't tell you why I am sad" singing about a catch up with an ex partner this song feels like walking on a late October afternoon with the leaves falling from the trees and you are just reflecting on life and what has happened in your life. This song's 'chorus' is a simple question. "Do you feel ashamed, when you hear my name?" which just pulls you in emotionally and then the closing lyric repeated again and again of "anyway don't be s stranger" really stays with you as a listener. This song is beautiful and Phoebe Bridgers is one of my favourite artists and this album, her debut album "Stranger In The Alps" is one of my favourite albums of all time, I would urge everyone to check it out.



SOPHIE- IMMATERIAL

This song just screams fun and loving yourself. This song makes me happy and really gives me serotonin. SOPHIE was a legendary Scottish producer and singer who produced tracks for Lady Gaga, Charli XCX and Madonna. SOPHIE passed away on 30th January 2021 after a tragic fall from a rooftop in Athens, she will forever be not just a icon of the LGBTQ+ community but an icon for everyone. She will live forever through her innovative and unique music and I thank her on behalf of everyone for blessing us with such beautiful sounds in her short time on this planet, Listen to her album “Oil of Every Pearl’s Un-Insides” RIP SOPHIE 1986-2021.



BRISTON MARONEY- FREAKIN’ OUT ON THE INTERSTATE

This song is a mental breakdown in a song. When the anxieties of life become too much and you start to go into a panic attack. A really emotional song to me, the opening line of the chorus “I’m sorry I, I haven’t been myself something got me down what it is I can not tell” speaks to the feeling of feeling so helpless and just so dissociated from reality but you have no idea why. Briston belts out these personal and emotional lyrics with such heart over a simple guitar riff that it will bring a tear to your eye. It also feel like being liberated. Liberated from your past, liberated from any issues you have and finally having a moment of clarity with yourself.



THE CURE-BOYS DON’T CRY

I was first introduce to The Cure by my mum playing them around the house and was instantly drawn to them and can remember this song from when I was young. This is my anthem and is quite simply about Robert Smith wanting to show emotion to his upset girlfriend but not doing it as like he says ‘ boys don’t cry’ so he just lies and puts on a brave face if you like. The guitar riffs are insane and team perfectly with Smiths desperate plea to his girlfriend. This song just is the feeling of being a teenager with all it’s highs and lows and I would urge everyone to listen to this song and he rest of The Cure’s discography also Robert Smith is amazing and the king of goths.



JULIEN BAKER- SPRAINED ANKLE

This song is also very emotional. This Indie-folk/singer/songwriter masterpiece is full of emotion from one of my favourite albums “Sprained Ankle”, the actual song that this album takes its title from however is amazing. This song is about wanting to move on from past traumas but not being able to. The closing lyric of “ a marathon runner, my ankles are sprained” being the metaphor for the not being able to move on. Julien sings very softly and lets all of her emotions out through her lyrics. I would highly recommend this album and this song is so calming you just need to hear it.

3 ALBUMS YOU NEED TO LISTEN TO...



OK COMPUTER BY RADIOHEAD (1997)

This album is in my favourite rock/alternative album by a mile. My parents are both pretty big Radiohead fans especially my mum and I have been listening to the songs off of here since I was born.

Karma Police is one of the first songs I can remember listening to. This album is a concept album, a commentary of the world being increasingly more reliant on computers and the beginning of the internet taking over. This is a perfect album from the simple but brilliant opener of Airbag then the next track is the epic 6 and a half minutes of Paranoid Android which blows my mind every time with it's sudden hard guitar riffs and the musical brilliance of Jonny Greenwood. Thom Yorke's falsetto voice really adds a daring contrast to the hard guitar's (Ed O'Brien & Johnny Greenwood) and booming drums from Phil Selway. This whole album is a spacey masterpiece, although not as experimental as "KID A" still is an experimental album in the genre of alternative rock.

My favourite songs from this album would be:

- Paranoid Android
- Let Down
- Karma Police
- Subterranean Homesick Alien



BEWARE OF THE DOGS BY STELLA DONNELLY (2019)

This is the debut album from Australian musician Stella Donnelly, Stella spent some of her childhood years living in South Wales and her mother is actually Welsh. This album is a work of art and tackles some really tough subjects such as male entitlement and sexual assault/rape culture.

No song tackles this issue more than "Old Man" which is a brilliant takedown of these disgusting evil men who commit such atrocious acts to women with the closing lyrics of "are you scared of me old man or are you scared of what i'll do" leaving a mark on you once the song has finished. That opener is a sign of things to come, this is a really fun and interesting indie record and Stella's voice on this album is nothing short of beautiful. A MUST listen to if you are into indie music, the production is amazing with the crisp subtle sounds really complimenting Stella's voice, I urge everyone to listen to this album. My favourite songs would be: Old Man, Allergies, Beware of The Dogs and Boys Will Be Boys.



PHOEBE BRIDGERS- PUNISHER (2020)

Phoebe Bridgers is one of my favourite musicians her voice is amazing and her songs are always so meaningful and full of emotion. 'Kyoto' is more of an indie rock anthem that you just can't stop singing along to much different to the title track 'Punisher' which sees Phoebe address over zealous fans which she calls punishers but this song also pays tribute to her biggest influence Elliott Smith.

Phoebe is very much a lyrics over everything artist and the lyrics on this amazing album are the highlight, you just need to listen. The production on this album screams quality and will allow the listener to drift away and let the music send them to another world. The lyrics on this album are everything from heart-breaking, therapeutic and even some humorous ones with plenty of quoteables but I will not spoil anything. My favourite songs have to be: Kyoto, Punisher, ICU, Halloween and I Know The End.

FORMS OF SUSTAINABILITY

NATURAL DYE COLOUR CHART



RED

BEETS
HIBISCUS
MADDER ROOT



GREEN

SPINICH
GRASS
MINT LEAVES



YELLOW

TUMERIC
CITRUS PEELS
MARIGOLD



BLUE

INDIGO
BLUEBERRIES
BLACK GRAPES



PINK

AVOCADO
CHERRIES
SAPPAN WOOD



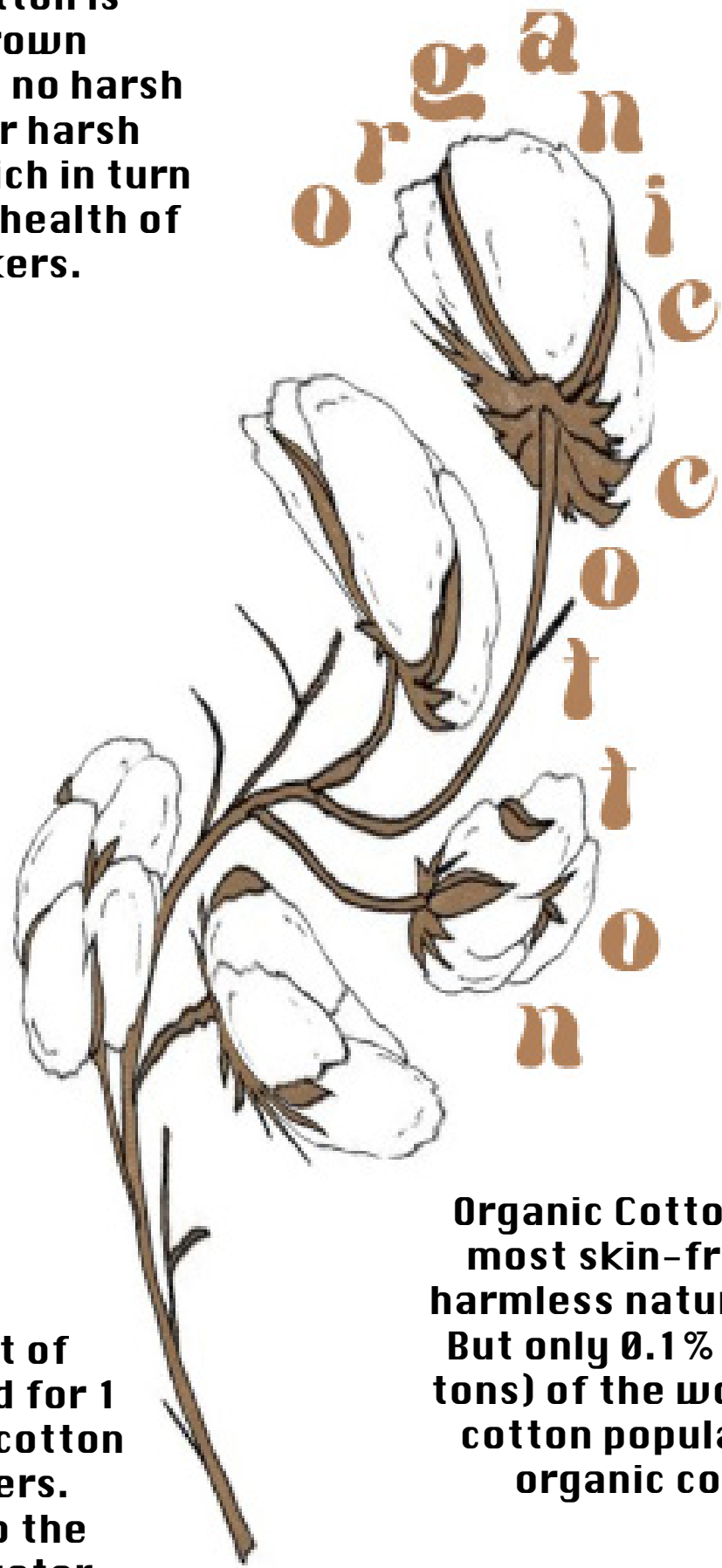
BROWN

COFFEE
TEA
BOILED ACORNS

Natural dyes are dyes derived from commonly plants or minerals, there are ones that can be mad from Insects but we shouldn't start killing animals for our fabric dyes. The dyeing process is one of the worst bits of the production process in fashion for environmental impact.

A brand that is a real source of knowledge and only uses natural dyes is Story MFG. As you can see from the chart above however we can all experiment with natural dyes with an old t-shirt or a sustainably sourced one and protect our world from the harsh chemicals used in the dying process.

Organic cotton is cotton grown organically so no harsh chemicals or harsh pesticides which in turn improves the health of the workers.



The amount of water needed for 1 kg of organic cotton is 7,000 Liters. compared to the amount of water needed for 1kg of non-organic cotton is 29,000 Liters

Organic Cotton is the most skin-friendly, harmless natural fibre. But only 0.1% (25,000 tons) of the worldwide cotton population is organic cotton



NICOLE MCLAUGHIN

Upcycling is simply turning unwanted, waste and by-products into new garments. Two of my favourite Upcyclers are American fashion designer Nicole McLaughlin who creates crazy things out of anything she has laying around and Adam Jones who turns beer towels into amazing vests. Upcycling stops waste happening and instead turns something that would normally be thrown away into a beautiful new garment. If we are serious about being sustainable and circular this is what our designers need to be doing, there is plenty of fabric already on earth we don't need to be putting out more and in turn putting pressure on our environment.

FACTS ON SUSTAINABILITY

Depending on how they are made, jeans can use enormous volumes of water a typical pair can use up to 10,850 litres of water to manufacture. PER PAIR.

Non-organic cotton requires a massive amount of water to grow. In fact, one cotton T-shirt can require as much as 2,720 litres of water to produce.

The processing and finishing of leather also has a high H₂O impact. A pair of cow leather shoes is estimated to use up to 8,000 litres of water to manufacture.

5.9 trillion litres. This is the amount of water used each year for fabric dyeing alone. The chemicals from this process pollute the water causing both environmental damage and diseases throughout developing communities.

Polyester is a huge issue when it comes to water pollution, as it sheds millions of plastic microfibres when washed. The tiny pieces of plastic end up in our drinking water, as well as posing a severe threat to marine life, which mistake it for food.

WEAR THINGS MORE THAN ONCE, washing clothing using washing machines is estimated to require an additional 20 billion cubic meters of water per year globally.

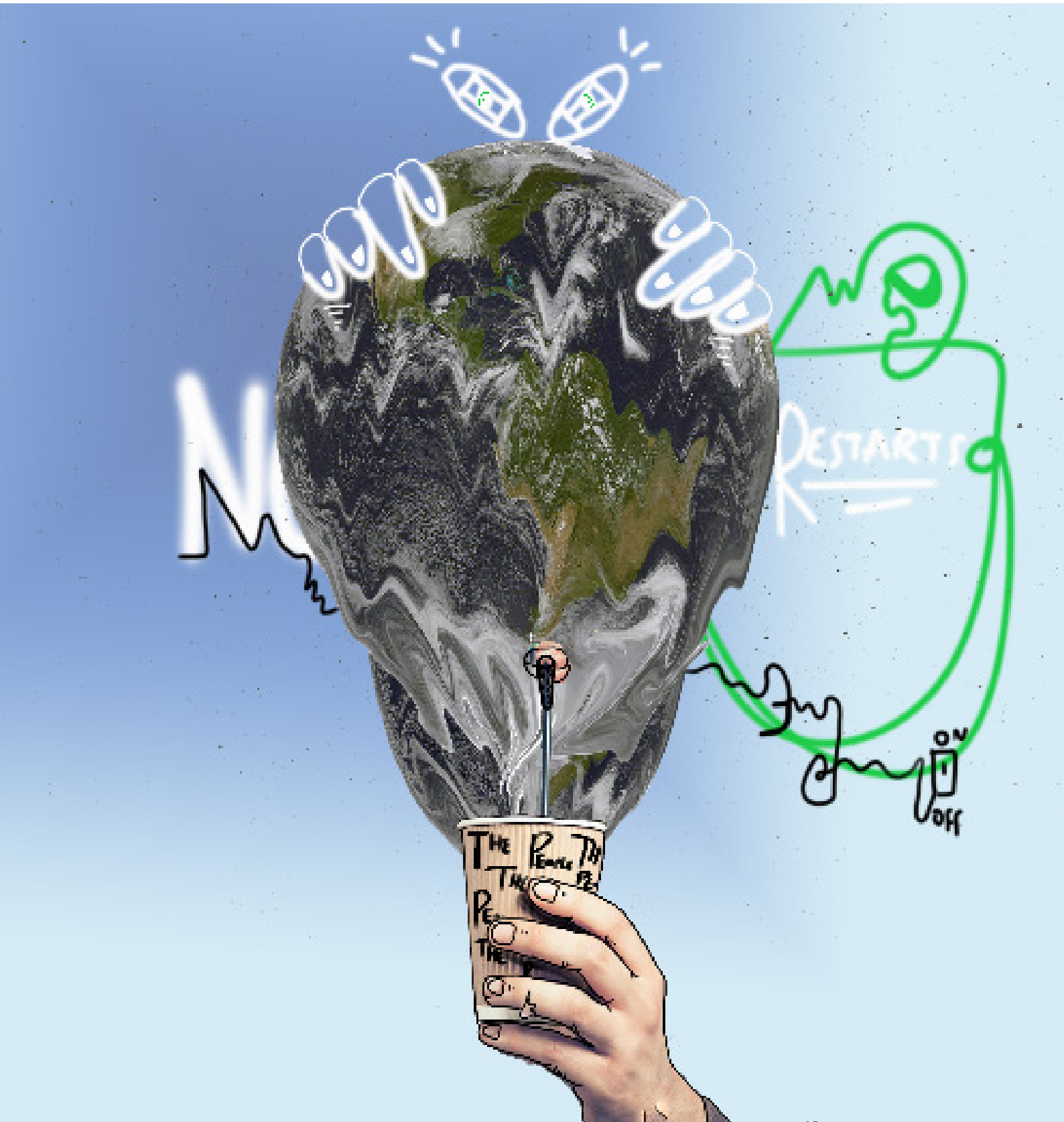
When you return items they will most likely end up in a landfill or incinerated, it is a myth that these items will go on to be sold again.

£140 million worth of clothing go to landfill each year and Less the 1% of textiles and clothes are genuinely recycled into new textiles and clothes

Apparel and footwear production currently accounts for 8.1% of global greenhouse gas emissions, as much as the total climate impact of the entire European Union

Only 2% of fashion workers worldwide are paid a liveable wage and 77% of UK retailers believe there is most likely modern day slavery in their supply chain.

OUR BROKEN EARTH, A SERIES BY BUNZERO



ARTWORK BY @BUNZERO

STUFF TO REMEMBER

WEAR THINGS MORE THAN ONCE

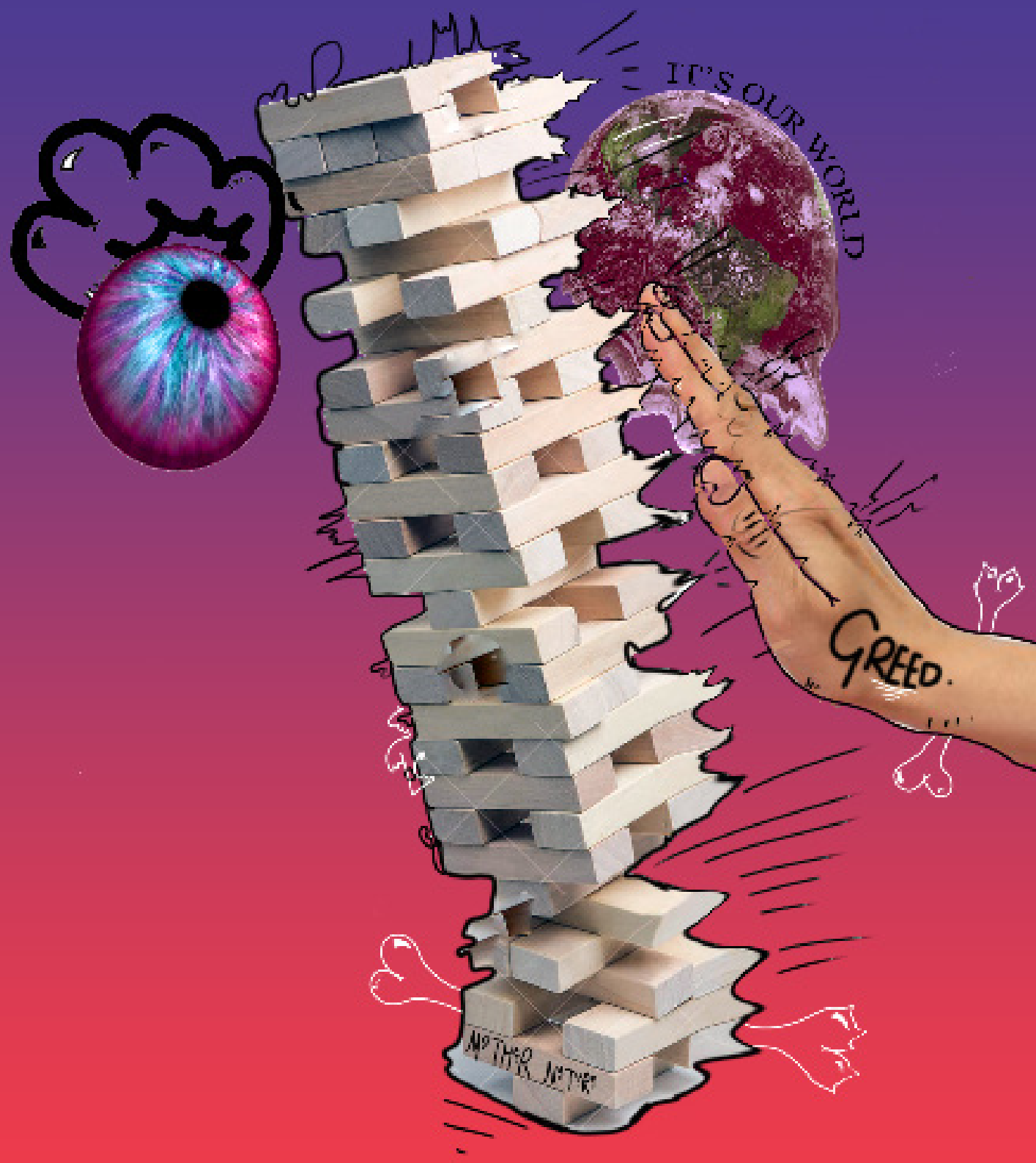
SHOP VINTAGE/CHARITY SHOPS IF
YOU CAN'T AFFORD SUSTAINABLE
BRANDS

STOP WASHING YOUR CLOTHES AS
OFTEN AS YOU DO

CHECKOUT FASHION
REVOLUTION FOR MORE TIPS

EXPERIMENT WITH NATURAL DYES

THINK MORE SUSTAINABLY



ARTWORK BY @BUNZERO

AVZZN

REBEL WITH NATURE