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Square



**THE
FASHION
EXCHANGE**

By  Enterprise
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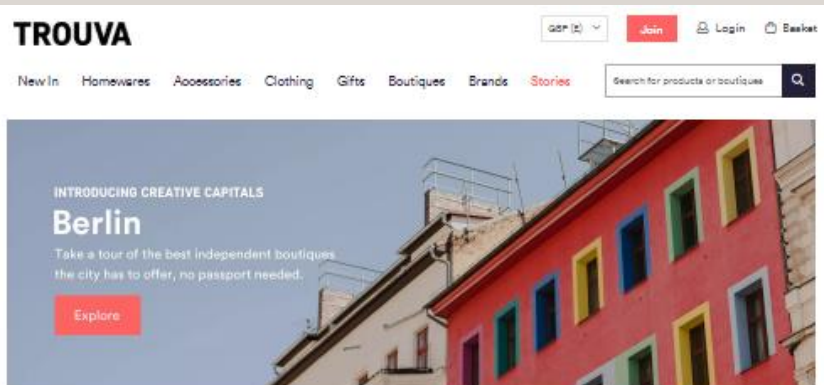
Why the tradition of storytelling shouldn't be neglected when selling online

Katherine Westmacott, international business development,
Trouva

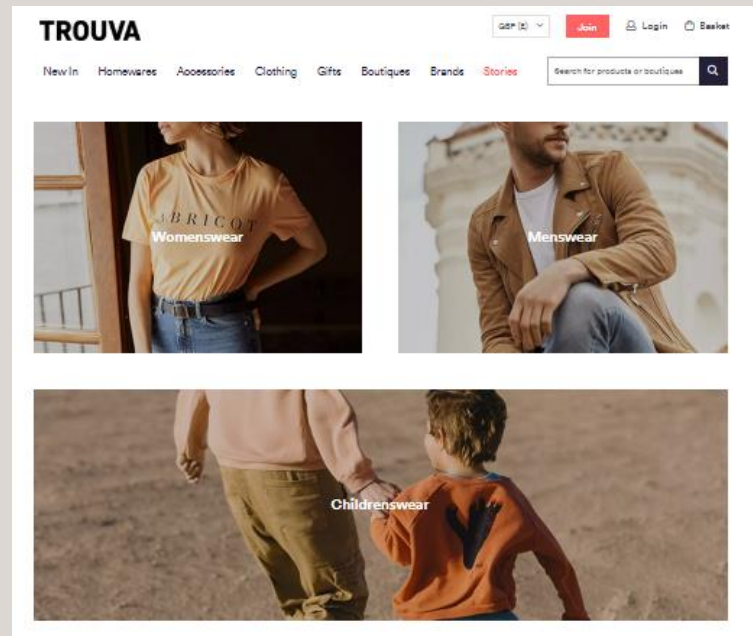
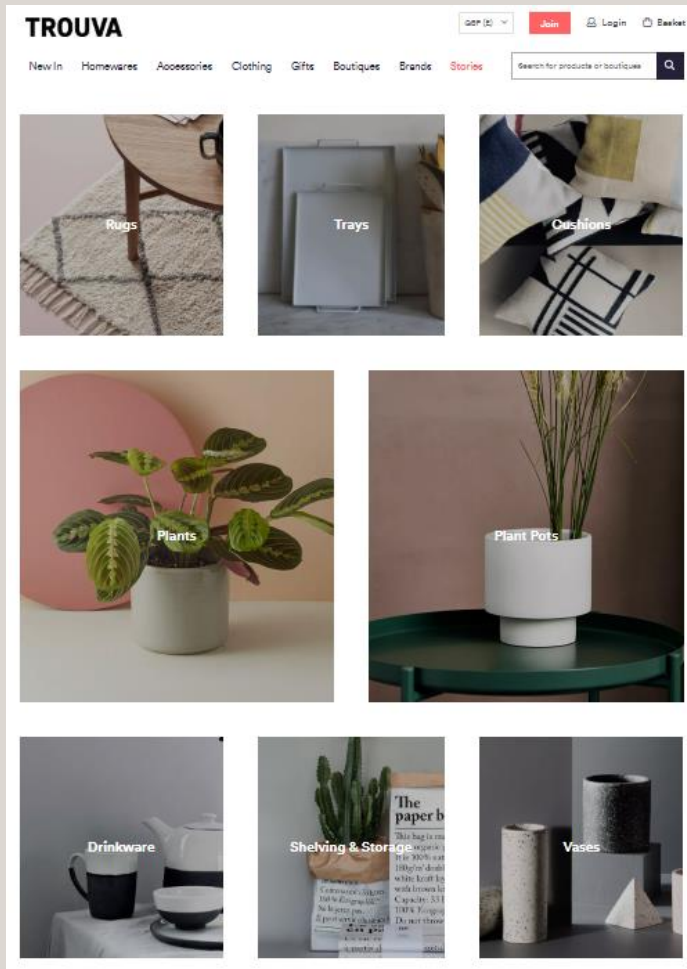
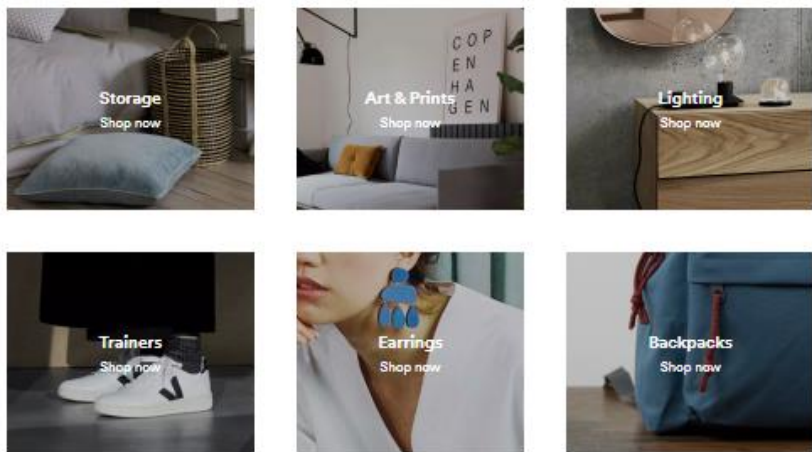
@wearetrouva

WHY THE TRADITION OF STORYTELLING SHOULDN'T BE NEGLECTED WHEN SELLING ONLINE

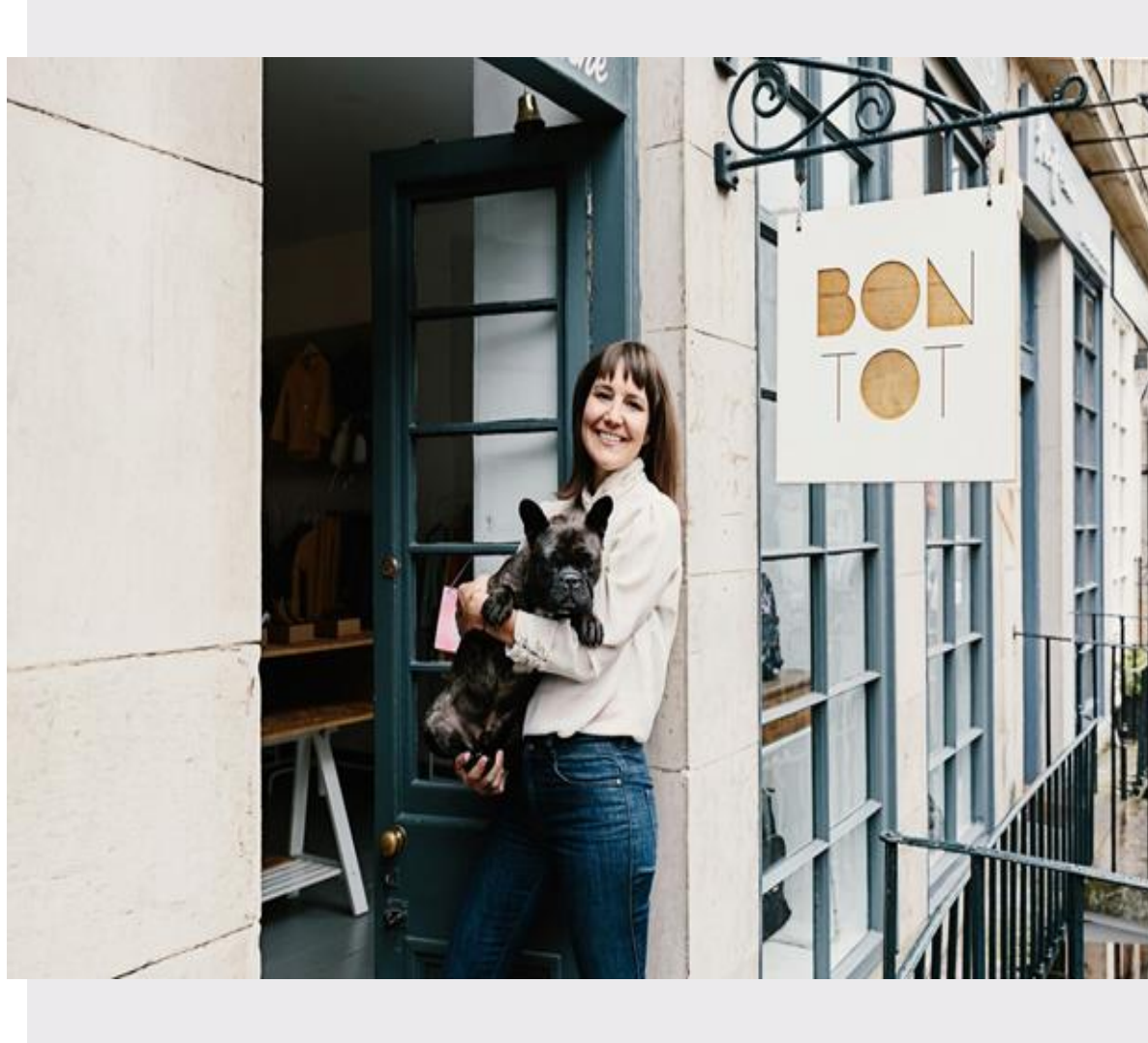
By Katherine Westmacott



SHOP NEW PRODUCTS



"It's the web equivalent of those cool curated shops you find off the beaten track."







Atelier 51

BERNARD LODGE THE TEMPEST SHIRT CO. UNFRAMED PRINT

£190.00

FREE SHIPPING IN UK

Description

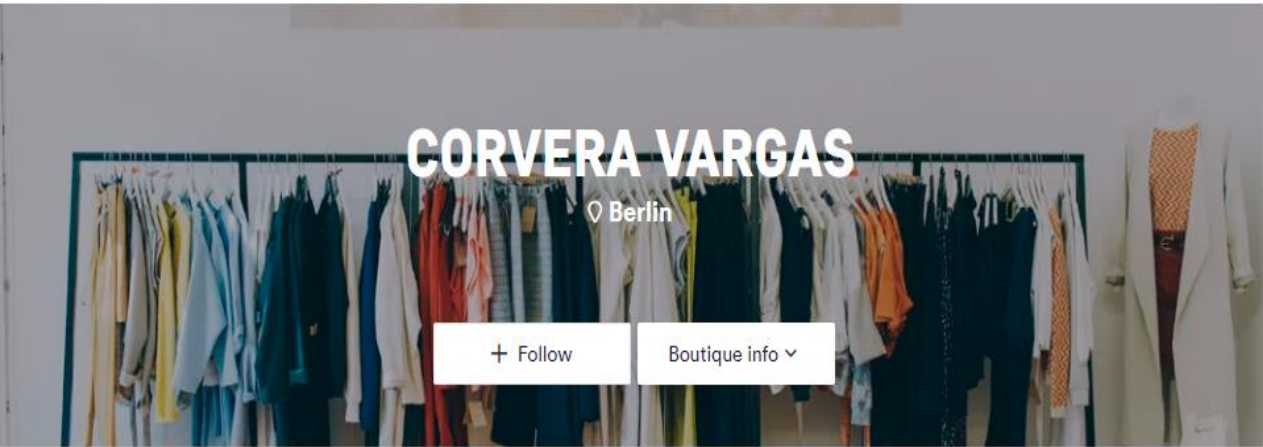
Original unframed print of a Shakespearian Hawaiian shirt. Bernard crafts his distinctive prints from hand carved wood and lino and prints them on a large Victorian printing press. A former graphic designer, Bernard worked on title sequences and graphics for the BBC including designing the first five title sequences for Doctor Who.

BOUTIQUE



Atelier 51
in Brighton

Shop this boutique



About Corvera Vargas

Tucked in a charming corner of Berlin surrounded by other independents, sustainable fashion boutique Corvera Vargas is one of the city's hidden gems. Founder Maria Corvera Vargas opened her shop in reaction to the growing prevalence of fast fashion brands, and makes a concerted effort to reduce waste when manufacturing the clothing that she sells in-store.



From the founder

"People these days are more conscious of how their clothing is made. We hope this leads to customers supporting independent and local businesses with ethical production standards over fast fashion brands."



Corvera Vargas Dark Blue Charlotte Culottes
£119.28



Corvera Vargas Beige & Blue Stripe La Paz Top
£69.35



Corvera Vargas Coral Sandra Dress
£134.08



Corvera Vargas White & Blue Stripe Charlotte Culottes
£119.28



Marin et Marine Citron Sac Marin Classic Backpack Bag
£78.60



Corvera Vargas Cream & Black Button Skirt
£119.28



TYPE HYPE

📍 Berlin

+ Follow

Boutique info ▾

About Type Hype

Based in the centre of Berlin in an old printer's office, TYPE HYPE may well be the world's only lifestyle-store-meets-milk-bar. Owned by design aficionado Kirsten Dietz, the boutique stocks sustainably produced homewares and gifts emblazoned with the letters of the alphabet.



From the founder

"Our products are made for all those people who, in spite of living in the digital age, value tangible design, high-quality printed artwork, and supreme quality."

THE MILK BAR

In homage to a tradition that started many years ago, when typesetting apprentices would drink a lot of milk whilst working on their creations, TYPE HYPE's in-store Milk Bar means you can browse their products with a flat white.



Made in Mitte Love Greeting Card
£4.57



Made in Mitte Happy Cook Apron
£35.68



DIN Berlin Black Porcelain Plate
£40.31



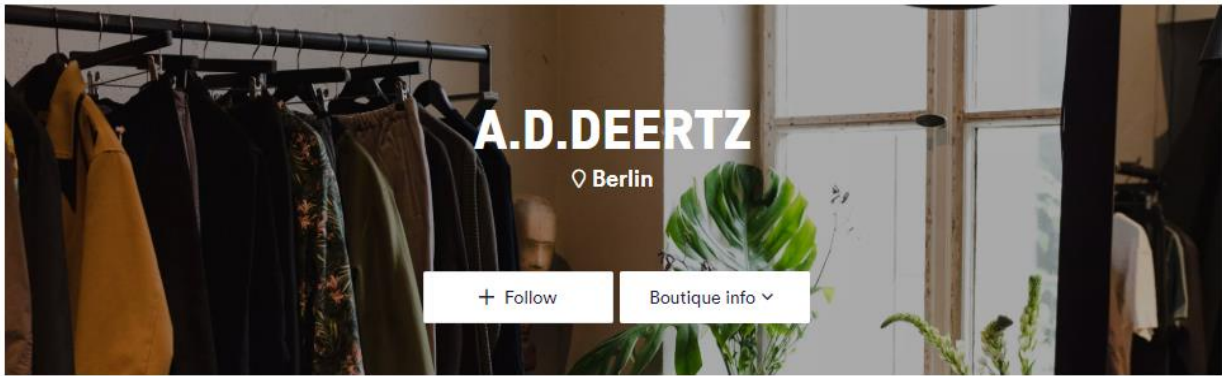
Made in Mitte Medium Alphabet Cushion
£51.23



Made in Mitte Set Of E Porcelain Bowl & Plate
£59.54



Made in Mitte Congratulations Girl Birth Greeting Card
£4.57



About A.D.Deertz

With its striking illuminated facade, it's hard to miss Berlin clothing boutique A.D. Deertz. Owner Wibke's focus is on sustainability and individuality; she travels to all four corners of the world to seek inspiration, design new items, and carefully source wearable and durable fabrics that have been ethically produced.



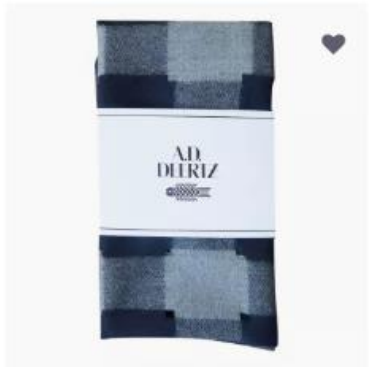
From the founder

"My idea of smart consumption is to buy less and select well. Because of this, our focus is simple and individual classics made of high-quality fabrics with a beautiful feel."



THIS IS WIBKE

When she decided to open A.D. Deertz, Wibke was adamant that although it was a clothing boutique, it shouldn't be about fast fashion. Rather than mass producing her clothing, she keeps her designs in stock for as long as there is demand for the product, which enables her to adapt and respond fully to her customers' needs.



A.D.Deertz Conk Scarf
£60.10



A.D.Deertz Night Snake Yucca Shirt
£110.04



A.D.Deertz Black Chestnut Sweater
£91.54



A.D.Deertz Red Warp Yucca Shirt
£110.04



A.D.Deertz Indigo Waffle Orco Shirt
£110.04



A.D.Deertz Pastel Rope Yucca Shirt
£110.04

COUNTER CULTURE

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INTRODUCING CREATIVE CAPITALS

Berlin

Take a tour of the best independent boutiques the city has to offer, no passport needed.

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Your Guide To Berlin

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Most wanted
The Best of Berlin

Shop now



“Walking into Frau Tonis is like opening an old diary,” founder Stefanie Hanssens explains. “It’s part of who we are.” Stefanie’s passion for fragrance and belief in its emotive powers was nurtured from a young age by her grandmother, who inspired Stefanie to open a perfume shop. Toni Luise (the eponymous Frau Tonis) lived in East Prussia, and despite various hardships was always elegant and confident, wearing tailored clothing and a light, delicate perfume. “When I smelled [my grandmother’s] fragrances I just felt so happy; this store is something of an homage to her. The idea was to bring together an exclusive range of scents that individuals could mix and tailor to his or her own liking – scents that will excite the wearer and stir up memories.”

MAKING SCENTS WITH FRAU TONIS

JUNE 14, 2018 BY KATE RICHMOND

And that’s what lies at the heart of this boutique – the incredible power of olfactory memory. Each of the boutique’s 36 unisex scents have been carefully designed to achieve a delicate and harmonious aroma that, when smelled by each individual customer, will evoke a unique set of emotions. Each fragrance sold by the boutique is produced by expert makers in Berlin and Grasse using time-tested methods; this attention to provenance and production have been central to Frau Tonis since their doors opened in 2009. Alongside their regular range, the shop also offers workshops where perfume aficionados come from all over the world to create their own custom



A GUIDE TO THE BEST INDEPENDENT BOUTIQUES IN

MITTE

Whether your trip is 24 hours or 2 weeks, it's impossible to avoid a visit to Mitte: the beating heart of Berlin. Here you'll find the city's numerous art galleries, museums, memorials and more, all telling the story of Berlin's past. Alongside famous city sights, Mitte plays host to an incredible array of independent shops, cafes, bars and restaurants.



Start your tour of Mitte with a caffeine fix at the in-store milk bar at TYPE HYPE. An homage to the tradition and history of typography and printing, the TYPE HYPE team produce and design all their products which are emblazoned with the letters of the alphabet from A-Z. The boutique's 'Milch Bar' pays tribute to the tradition of typesetting apprentices drinking milk as they worked.

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A corner of TYPE HYPE

Continuing through the Mitte streets, stop off at Starstyling, who produce their own brand of clothing and accessories widely considered the uniform of Berlin's creative individuals (think dancers and performers). Patterns, shapes, colour and textures define their stand-out designs which have amassed a loyal, global following.



Starstyling's colourful interior



Fundamental Berlin

📍 Berlin

Fundamental Berlin is a design boutique filled with products inspired by the mathematics of nature, founded by trained architects Stephen and Gunnar.



Chi & Co

📍 Berlin

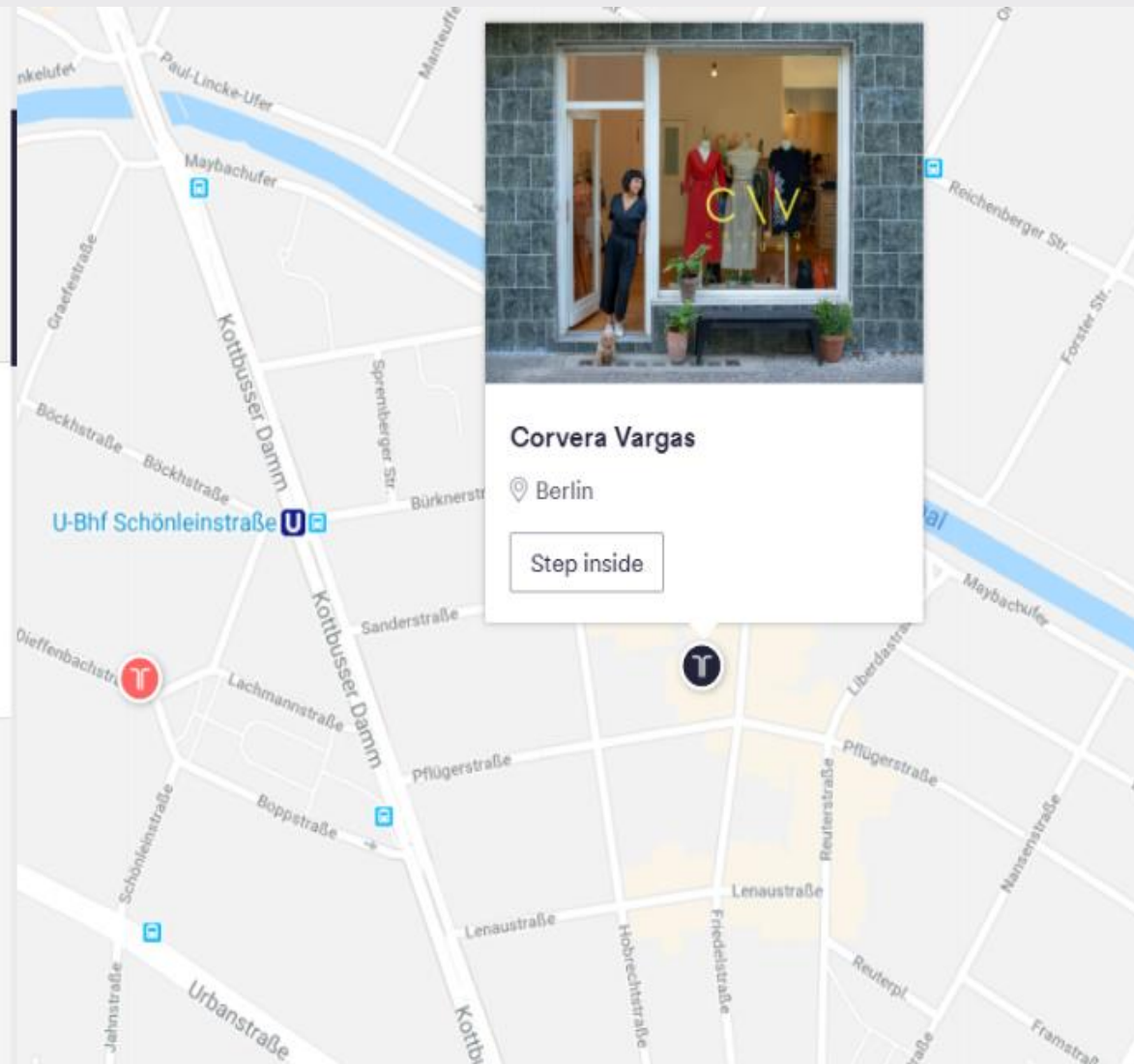
Discover bold, contemporary clothing and accessories from under-the-radar Italian and Japanese brands at Chi & Co.




Corvera Vargas

📍 Berlin

Sustainable clothing boutique Corvera Vargas is owned by Maria Corvera Vargas and stocks a range of unique items that have been designed in-house.






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Shop tour



Shop dogs





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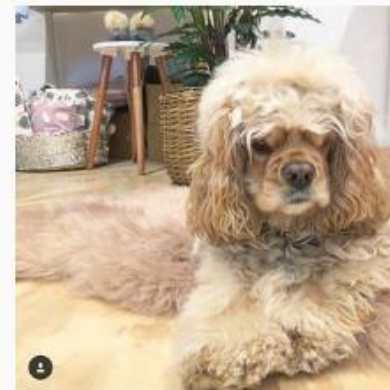
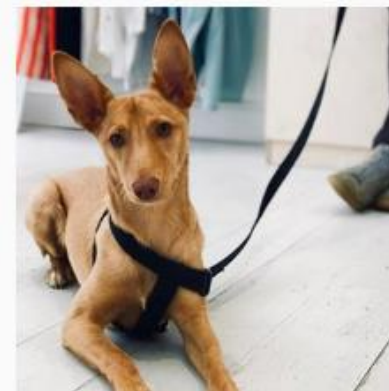
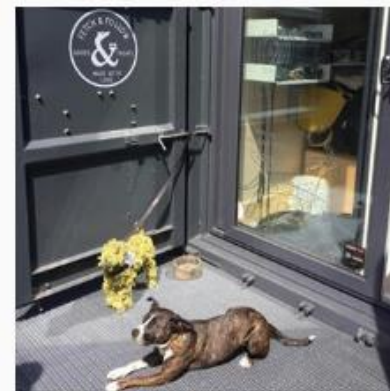
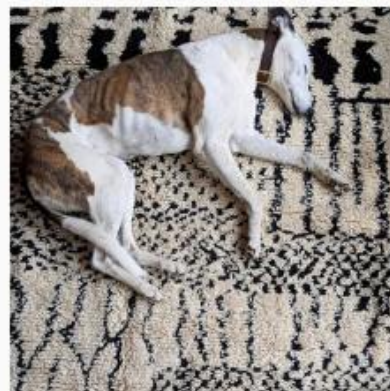
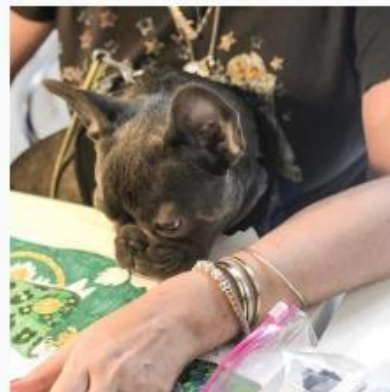
69 posts

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Dogs Of Trouva Independent dogs of Trouva 🐕. Calling all boutiques! Join us for our Dogs of Trouva walk on Monday 25th June. RSVP via the link in our bio. www.trouva.com

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The Story of the Breton Stripe

WORDS
Papier

ILLUSTRATIONS
Maria Ines Gul

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Is there anything more sartorially satisfyingly simple than wearing Breton stripes in the summer? Ever since 1917, when Coco Chanel took the prescribed get-up of Gallic sailors and made it chic for civilians on sun-soaked Riviera streets, it's become a seasonal unisex staple. We're particularly fond of it – as you may have guessed from our striped [notebooks](#), [notecards](#), and even packaging. As we've just launched the brand new [French Papier website](#), we thought it was the perfect occasion to take a look at our favourite item of summer clothing.



Pablo Picasso

Both films by
legendary French
filmmaker Louis
Luce Godard



In the mid-century, Pablo Picasso adopted the stripes as his artistic workwear and thus began a history of the Breton bonded with the bohemian. It became the ultimate symbol of Gallic cool in the 1960s with the groundbreaking cinematic movement of the *Nouvelle Vague* – Brigitte Bardot wearing it in *Le Mépris* and most famously, Jean Seberg in *Breathless*. The shirt made similar waves across the Atlantic too when James Dean sported one in *Rebel Without a Cause* and the ever image-conscious Andy Warhol was regularly photographed in it.

The lineage of creative talent dressing in Breton stripes continued down the decades. Most notably in the 90s when Jean Paul Gaultier commandeered the design as the signature style of his eponymous fashion label. Perhaps it is its simple graphic beauty which draws those with an eye for art and design towards it? There must be some reason that explains why the entire Papier creative team have, on more than a couple of occasions, unintentionally turned up to the studio in various coloured stripes.

Gaultier more
than with
anything – even
kitts



We Are All Immigrants: Bringing Malaysian Coffee Culture to NYC



Seeking Creativity in Kenya's Capital





Helping Hands in the High Desert

Patagonia | Jun 21, 2018

As you leave the lowlands, headed upward and eastward, the land around you changes into something markedly different—with the Cascades as a divider, the thick forests of the coast and the fertile fields of the Willamette Valley



In the Land of the Wolverine

Tom Glass | Jun 19, 2018

Thumping along a frozen river by snowmachine, I'm winding my way into the heart of the Brooks Range in Northern Alaska. Riding snowmachines is a surprisingly busy activity, weight constantly shifting, eyes staring hard into the flat light, and today my decadent wrapping of

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FINAL THOUGHTS

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