

# HEYAH

the newest and hottest magazine out there

..the 22nd issue



## ETHICAL BRANDS

..just who can we trust?

## EXCLUSIVE Q&A

with famous designer  
laura pitharas

## WHATS POPULAR

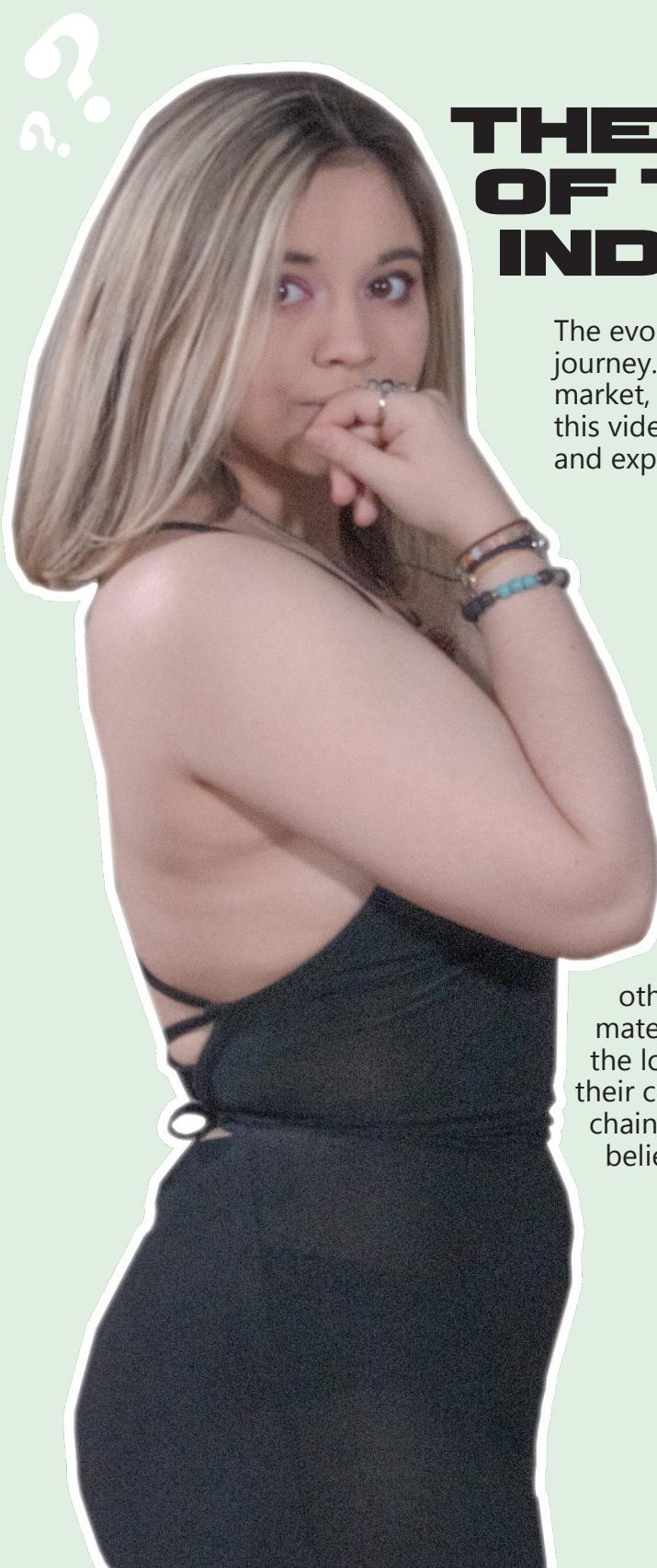
the newest style is a bit out there..!

## ONLINE VS IN PERSON

setting the debate... whats better?

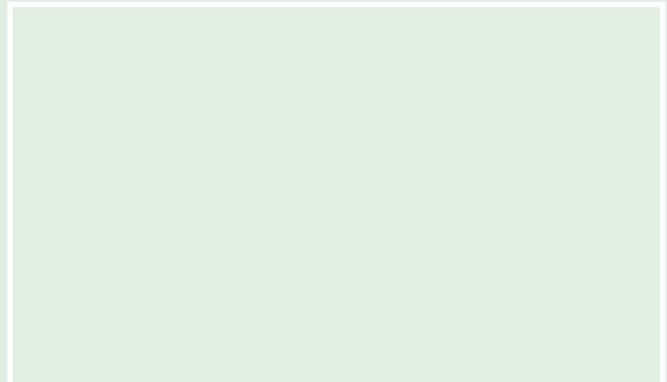
## THE KEY TO DESIGN

this one accessory will change your life!



# THE EVOLUTION OF THE FASHION INDUSTRY

The evolution of the fashion industry as a whole is a wild journey.. From only being a necessity to becoming a large market, fashion is a different beast from what it used to be. In this video we go into detail about one of the largest industries and expose the good and the bad of it



[Laura Pitharas' Website](#)

Laura Pitharas is a brand that specialises in suits and other clothes for ladies. Each outfit is made with organic materials and natural fabrics that feel soft and fresh! From the lovely Yorkshire Mill to the London Hand Pleater, all of their clothes are made on the great British soil. Their supply chain is out in the open for all to see just in case you don't believe me! And don't worry, the fabric is bio-degradable and won't hurt the environment in the slightest



## LET'S GET ETHICAL...



So I bet you're wondering what brands aren't actively killing the environment? Well luckily for you, *Adidas* is already starting it's push on becoming more sustainable. The company actively works on tackling the problem of plastic waste by using recycled plastic for their products and is attempting to use recycled polyester by 2024!

# AUDIENCE VOTE

## LAST WEEKS POLL...

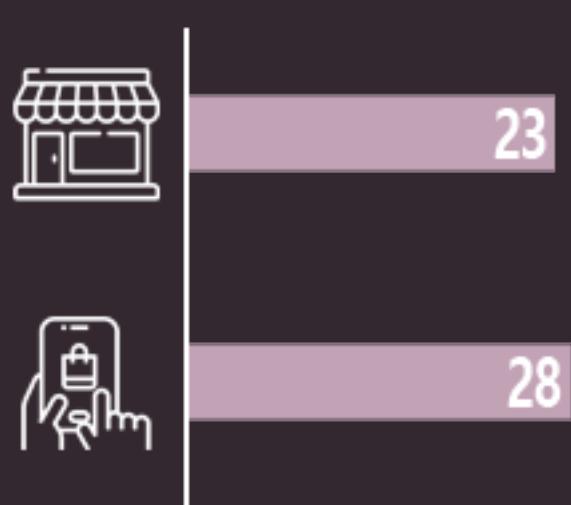
On our last poll we had you finally settle the debate on online shopping vs in person shopping. It was a close call (with two answers only picking both, cheaters!) but at the end online shopping won with 28 votes against 23

"Online shopping has more styles I'm actually interested in, in person shopping has the same two fashion styles and I don't really care too much about either."

"I definitely prefer in person shopping. The one time I tried online the clothes just didn't fit me despite me looking at the size chart."

"Overall, I prefer shopping in person and having a phone on me so I can check if the size is in stock quality."

"Online shopping, I know it's weird to say but I like the excitement of waiting for the clothes to arrive!"



## WARDROBE

Now we've already asked this question before but this time we've picked from the most popular options!

What's your favourite fashion style between something **flashy and bold**, **casual and plain** or maybe something really out there like **alternative fashion**?