

LOAN



**BY LOANHOOD
SPRING 24**

TONNI ✦ KYE





**THE MARCON
COURT
PROJECT**



**LYDIA
JACKSON**



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EDITOR'S NOTE

With a new season on the horizon, brings a thrill of new conversations and of course fresh styles. Spring is the season of beginnings and nurturing new life, in this issue we explore the emergence of new talent through a selection of independent designers gracing the pages. Including that of our cover stars, who sport the looks of three upcoming womenswear design undergraduates paving the way for a creative new generation of fashion visionaries. See behind the fabrics of a selection of Loanhood's favourite designers on page **21**, where Lydia Jackson takes us on a journey through her tulle creations, her OG inspo, and career-defining achievements. Swap till you drop on page **26** and tag along to one of our infamous swap shops, how it all works and how you can get involved in our next one.

The theme around this issue is to bring clarity to what sustainable fashion is all about. It's usually a stereotype that eco-friendly + fashion = beige and expensive. At **LOANZ** we are debunking these myths. We are passionate about encouraging the circular economy through renting, clothes swapping and supporting emerging creatives. The future of fashion can be a place where style and sustainability go hand-in-hand and affordability meets fun experimentation.

I want to welcome new *and* old readers, and hope you will join the rental revolution where you can redefine your style, embrace your own fashion journey and step into a world where every piece of clothing is a new story to discover.

Maddy

Hope you enjoy this issue of **LOANZ!**

BEHIND: THE MARCON COURT PROJECT



Laura Casas, the creative force behind the label. We talk to one of Loanhood's most popular loaners on her creative journey to breaking down the destructive model of the fashion industry with her upcycled dresses.

TELL US ABOUT YOURSELF AND THE MARCON COURT PROJECT

"I'm Laura and I'm the founder of *The Marcon Court Project*, I guess right now it's a bit in-between things, I used to do a lot of reworking older garments and I've been slowly moving into making garments out of deadstock, sustainable fabrics, vintage, and everything like that, it's all a bit of revolution. I feel more settled now and going back to making more bespoke things for customers, which is very exciting."

WHAT ARE THE SORT OF THINGS PEOPLE CAN EXPECT TO RENT FROM YOU ON LOANHOOD?

"The pieces I have on Loanhood are made from repurposed silk and velvet. I created a small collection this winter for Selfridges, and they saved some for rental, so it's the dresses that you can find on my website, but they've been made from more luxurious materials for special occasions."

WHAT INITIALLY SPARKED YOUR INTEREST IN MAKING CLOTHES?

"The lady next door to where I grew up in my hometown was a seamstress. Sometimes I would just hang out there and see all the ladies go in and get the dresses they wanted, in the fabrics they wanted, made to fit *their* bodies. It was an environment that was really creative and encouraging to see these women get something made to fit them. Clothing is made to fit the people that are going to wear it, instead of you having to fit a certain mould - so I was always so fascinated by her."

"Clothing is made to fit the people that are going to wear it, instead of you having to fit a certain mould."

WHAT INSPIRED YOUR DESIGN TECHNIQUE?

"I have a lot of loose-fitting dresses, and I try for all my patterns to be able to fit at least two or three sizes, to fit with your body if it changes. I wanted people to be able to wear it through different phases of their life and know that dress will fit you if you lose or gain a bit of weight. So, everything is more on the oversized side of things."

WHAT'S YOUR FAVOURITE PIECE YOU'RE LOANING RIGHT NOW?

"I like the velvet more fitted dresses, they're very 80s, and they have a fitted body and then a big long skirt. I think they're really fun, you know, to wear to an event, a wedding, or just to wear out!"

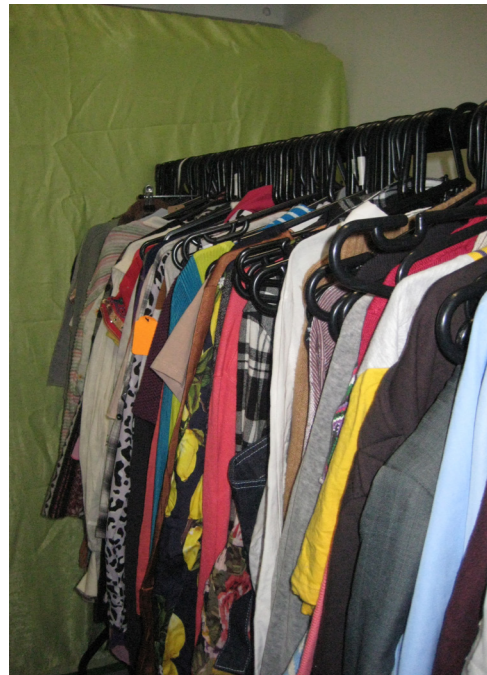
AND FINALLY, WHAT'S YOUR FAVOURITE THING ABOUT LOANHOOD?

"I love the events! I went to one in Stratford, which was so lovely, everyone had a little rail. It was so nice to see all the different brands, you could buy a look to rent there, take pictures and just have fun! Loanhood is really focused on the people, the designers, and their skills. They're really interested in promoting the arts and not the consumption of fashion."

RENTAL 101

A SUSTAINABLE STYLE REVOLUTION

Transform the way you look at 'sustainable style' when you browse Loanhood. We're making sustainable fashion cool and affordable for everyone.



That's less money spent on clothes too. We've all been guilty of indulging in a 'treat yourself' moment when it comes to clothes, endless doom-scrolling on fast-fashion websites and impulse buying doesn't count as *real* therapy unfortunately.

We need to step back and re-assess how we can still have fun with fashion and show the world we care.

The stereotype when it comes to 'sustainable fashion' comes with some stigmas. Expensive, inaccessible, beige, and un-trendy come to mind most likely.

It won't come as a surprise to our readers that our planet is in trouble. In the UK alone, it's estimated that **£140 million** worth of clothing ends up in landfill every year. Pretty scary right?

It's also known that on average our clothing lasts for **3.3 years** before being discarded or passed on, waiting to be bought in charity shops or online, or even taking a trip to the bottom of your rubbish bin.

This *has* to change.

In the wise words of the co-founder of Fashion Revolution, **Orsola De Castro**, "The most sustainable garment is the one we already own". If we extend the life of a piece of clothing by as little as **nine months**, we can reduce carbon, water, and waste footprints by up to **30%**.



We are flipping that narrative.

At **LOANZ** we are asking the questions of what can we do with the clothing we already own?

Most of us don't wear even a quarter of our entire wardrobes according to **WRAP**. Clothing rental can open a whole new world of style possibilities from others' wardrobes without breaking the bank, and the perks of rental don't stop at that...

- Fashion rental means you can wear something new for that special occasion coming up or even just popping to the shops if you feel that way inclined.

- You can keep up with the trends without contributing to overconsumption - so rent as much as you like, loaning has no limit!

- Loaning is the ultimate side-hustle, and unlike regular re-commerce, rental allows you to make money from a garment again and again.

- Discover emerging designers and new styles that you may have never tried or been able to buy outright before.

- Break the endless fast-fashion cycle of see, buy, wear once, never wear again. Rent pieces you see, and then return *guilt-free*.

- Increasing the lifetime of a garment - think of it as a *Sisterhood of the Traveling Pants* moment. You may rent something that many have worn and loved before you, so continue that rental legacy.

- Save your pennies and find a rental that is *way* cheaper than buying something brand new.

- Most importantly, become a part of a fashion community of like-minded people, sustainable enthusiasts, and style chameleons.

With all those benefits, you may be wondering how you can get started. Introducing **LOANZ RENTAL 101**, your guide to how to get started with loaning your stuff or finding your dream rental. We answer all..



Photographs by Maddy Baxter and Poppy Tester



FOR LOANERS

Your clothes are *uniquely you*, but the pieces you choose to share on your rental rail can fit into any category. Womenswear, menswear, or gender fluid, your clothes can be anything you want them to be.

When listing your item, whether you're a pro photographer or simply just taking some pics with your phone, its essential you show off your item in the best way. Good lighting and styling it with a killer look takes a drab listing to a fab listing.

This also applies to your item's description. Get the basics down first like size, brand, colour, and condition and then it's time to add some *personality*. What's the vibe or 'era' if you will: Y2K, mob wife aesthetic, a maximalist's dream on steroids? How do you feel when you wear it? Empowered, comfy? Borrowers will buy into your story if you sell it well.

Once your item is up and running, you can accept or reject rental requests. When it comes to delivering, you can either send it or drop it off in-person (we love to recommend this option to save the planet even more).



FOR BORROWERS

Finding your first, or even hundredth rental can be like diving into a kaleidoscope of styles and can be very overwhelming. Refine your search and discover your dream rental through the app's featured collections and loaner spotlights. Discover the latest rentals for your wardrobe and follow your faves too.

Send your rental request with the dates you desire. Once accepted you can wear your goodies however you please! We only advise that you don't try to wash the item unless the loaner has told you to - this can lead to a bit of a sticky situation so let's keep our loaner happy!

Return the item back the loaner by mail or drop-off, ready for it to be worn again and again.



WHAT'S ON LOAN?

THIS SEASON'S HOTTEST RENTALS YOU'LL WANT ON YOUR RAIL ASAP



LOANZ PICKZ

Styled & edited by Maddy Baxter

Designer **Iman Grine**

@grimsfashion

LOOK £30/WK

CAPE £15/WK

SKIRT £15/WK



Spring 2024 is all about punchy patterns, maximalist mantras, and a kaleidoscope of colours. Fashion design undergrad *Iman Grine* is channelling the psychedelic and wonderful by embodying strong cape silhouettes and pairing them with Moroccan abstract art.



LOANZ PICKZ



These florals for spring are ground-breaking. Soriah Abraham's pieces encapsulate the blossoming of the new season with tiered ruffles, plush quilting, and dainty florals. All her garments, even the oversized scrunchies, are made from deadstock or locally sourced fabrics.



Designer **Soriah Abraham**

@soriamarofficial

LOOK £70/WK

JACKET £30/WK

SKIRT £25/WK

BAG £10/WK

**SELECTION
OF SCRUNCHIES** £5/WK



Designer **Tonni Kye**
@tonnikye
LOOK £50/WK
CARDIGAN £25/WK
SKIRT £25/WK
NECKLACE £12/WK



Inspired by the vast landscapes and culture of Portugal, emerging knitwear designer Tonni Kye creates her pieces with traditional craft techniques. Her knitted armour is made by hand and with sustainably sourced wool for the cosiest cool girl get-up.



THE DESIGNERS PUSHING THE BOUNDARIES OF FABRICS

LOANZ uncovers the layers of tulle, denim, and corsetry, behind three designers leading the charge for emerging creatives across the UK

“My collection wasn’t kind of something you’d wear on a daily basis, it was a bit more out there” says recent NTU graduate, **Lydia Jackson**. We sat down with Lydia, the creative force behind *those* tulle dresses. In an exclusive interview, she shares her passion for big silhouettes, as well as her journey as an emerging designer going solo post-uni, and why she loves to loan. We also delve into the career highlights of two other emerging designers pushing the boundaries of material in the industry, **Ethan Leyland** and **Rosette Ale**.

Tulle specialised designer, Lydia, 27, began her creative journey off the back of her degree, she studied women’s wear at Nottingham Trent University. “I had people asking after the catwalk if my pieces were available, and they were really interested in the pieces for shoots as well” she says talking about her Graduate Fashion Week experience back in 2019. Loanhood holds a special place in Lydia’s journey, “It’s got many positives to it from a designer’s perspective, I was originally just doing direct rentals myself, so having that kind of rental platform is an easy way to get your stuff out there and I don’t have to do a lot of admin and can focus on the designs.”

Taking a glance at Lydia’s pieces you will be transported into a *seriously camp* princess’ wardrobe paradise. From layered ruffles, puffy sleeves, and larger-than-life silhouettes, drowning in tulle couldn’t look any better.

Lydia’s tulle masterpieces are made in her home studio in Stamford



“When you’re working for yourself, you can be your own designer, you can set your own brief, your boundaries or no boundaries”



Lydia working on her signature *Ellen Dress*

She takes her inspiration from how her mum used to dress her up, "I've always had a real love for this kind of smock shape. When I was younger my mum used to always dress me up in colourful tights, bib tops, and smock dresses". Playing dress-up with Barbies is the beginning of many aspiring creatives' careers, and for Lydia too, "As a kid I used to have dolls and be constantly dressing them up in dresses, so I think I've just naturally had a bit of an obsession with these kinds of shapes".



Lydia dressing up when she was little

Lydia chooses to take a hands-on approach when bringing her flouncy frocks to fruition, "I love the problem-solving aspect to designing" she expresses, "Especially when I'm doing big pieces, you've got to understand how you're going to get that to sit on the body and how it's going to function as a garment, how's the model going to wear it?". For many designers, creating their pieces comes with problem-solving in a whole new 'independent' angle, "You're not constrained to anyone, I think that's what I struggle with when you're working for someone else, you're always set to their brief, whereas, when you're working for yourself, you can be your own designer, you can set your own brief, your boundaries or no boundaries."

Lydia's tulle creations have graced many famous faces, from Selling Sunset's Christine Quinn, to Emma Mackey in the Spring 2022 issue of Wonderland. On her celebs-to-dress list, however, is British singer-songwriter Celeste, "She would be cool, she's kind of someone I've had in my head for a while I'd love to do a like a custom piece for her I think that would be really nice."

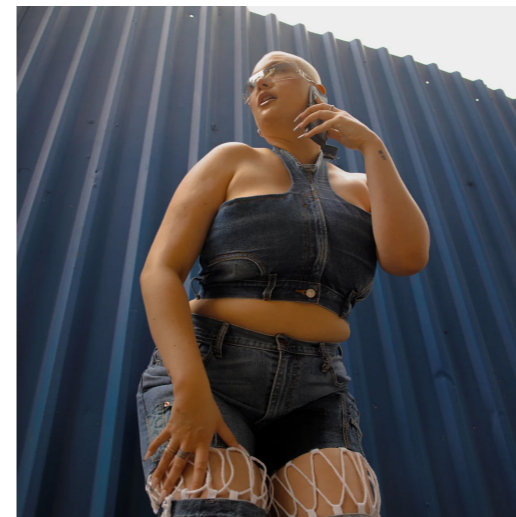
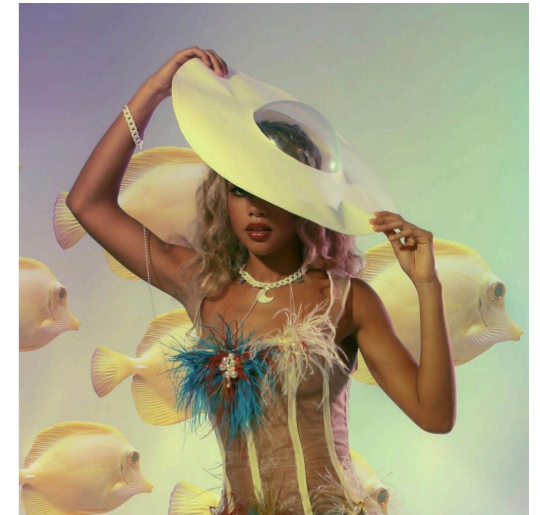


Lydia's Lyra Dress on Christine Quinn

"LOANHOOD IS A NICE WAY FOR EMERGING DESIGNERS LIKE MYSELF TO BE INTRODUCED, IT OPENS YOU UP TO ALL SORTS OF DIFFERENT CUSTOMERS, I'M NOT BASED IN LONDON, SO ITS QUITE CHALLENGING TO GET YOUR NAME OUT THERE IF YOU'RE NOT ON THE DOORSTEP TO WHERE EVERYTHING IS HAPPENING"

ETHAN LEYLAND

Driving forward tomorrow's fashion zeitgeist is soon to be an alumnus of renowned fashion school Central Saint Martin's, Ethan Leyland. When we hear Ethan's name, we think of feather-adorned corsets and exquisite tailoring. Specialising from resin, to reusing deadstock fabrics - Ethan can do it all. So much so that his dresses have been worn by Kali Uchis, Jourdan Dunn, and Love Island's sustainability sweetheart, Tasha Ghouri. The Liverpoolian designer is championing the North through his work, and we can't wait to see what he does next.



REVIVAL LONDON

Rosette Ale is reviving discarded materials in a whole new way with her sustainable label, Revival London. Redefining those old pair of jeans you have lying around and giving them a much-needed sustainable makeover, Revival London breathes new life into forgotten fabrics and redesigns reclaimed textiles to make them into cool-girl denim masterpieces. Taking her main inspo from the 90s and Y2K culture, her expressive designs have been worn by artists Becky Hill and Ms Banks.



Whether it's an upcoming event where the dress code is **seriously** dress-to-impress, or you just fancy spicing up your wardrobe, you can rent from Lydia, Ethan, or Rosette over on the Loanhood app.

@lydiajackson

@ethanleyland

@revivalldn



INSIDE THE SWAP SHOP



Ever wondered what goes on at one of our clothes swap shops? LOANZ delves into the rails of preloved so you can find something new, without having to spend a penny.

If your wardrobe clear out is severely overdue, or you just want some revamping, our swap shops are the sustainable and cost-effective solution for you.

SWAP DON'T SHOP

It's no surprise our planet is in a bit of trouble, with Parliament stating that over **300,000 tonnes** of clothes are ending up in our black bins every year, being dumped in landfill or even incinerated. The average item of clothing is only being worn **10 times** before getting the chuck.

The hard-hitting facts don't have to discourage you. By changing the way we consume, we can make a significant change to our own fashion footprint *and* help our planet.

This is where the Loanhood Swap Shops come in.

HOW DO OUR SWAP SHOPS WORK?

Our swap shops are open to everyone, so bring a friend along with you or even your nan.

Make sure to get your ticket in advance and bring all those clothes you've been meaning to take to the charity shop or clothes that haven't sold on preloved platforms yet.

All clean items, sizes and styles are welcome, just make sure they're not stained or super damaged. And please hold back on any old underwear!

Once your items are in, they will be exchanged for tokens.



HOT TIP: even if you don't find the preloved piece of your dreams at one of our events, you can bring along your unused tokens to the next one.



INSIDE OUR HACKNEY SWAP SHOP

Come along with one of our resident renters, Maddy, as she takes you inside Loanhood's recent Hackney Swap Shop.

“ As we all lined up outside the Stoke Newington Library clutching our bags of goodies, it felt exactly like that scene from *Confessions of a Shopaholic*. You know the one where they're all waiting to go into the designer sample sale, except in this situation of course it was all preloved gems.

Once I signed my clothes in, I got my swap tokens. You get a certain amount based on how much you bring in. That day I brought in some old cargos, a shirt I bought



Photographs by Maddy Baxter



vibes), a black knit button top, a pair of brand new H&M wide-leg stripy trousers, or a denim midi skirt. As I'd only brought three items in, it meant I could only leave with three.

I ditched the leopard skirt and checked out my new swap shop finds, and the best bit about it is that it was all for free.

New clothes, that are also preloved, keeping them in the clothes cycle, and I didn't spend a penny! ”

off Vinted that didn't fit me and one of my flatmates' old night-out dresses.

It was then a wait until the doors re-opened for official swapping hours. Once I was in there the atmosphere was all systems go. Clothes were flying off the rails whilst the Loanhood team were still auditing items coming in. You had to be tactical. Did I pick up something I slightly liked just to have it in case anyone snatches it up? Or do I wait until something actually cool is on the rails?

After circling the room for a whole hour, I had to make my final choices. It was between a leopard denim skirt (giving all the mob wife

To go to our next Swap Shop, check out our events page on our website, and keep an eye on our socials.

ISLINGTON
**CLOTHES
SWAP**
SHOP



PRELOVED FASHION GOODIES AT A
SNIP



SAT 8 JUNE

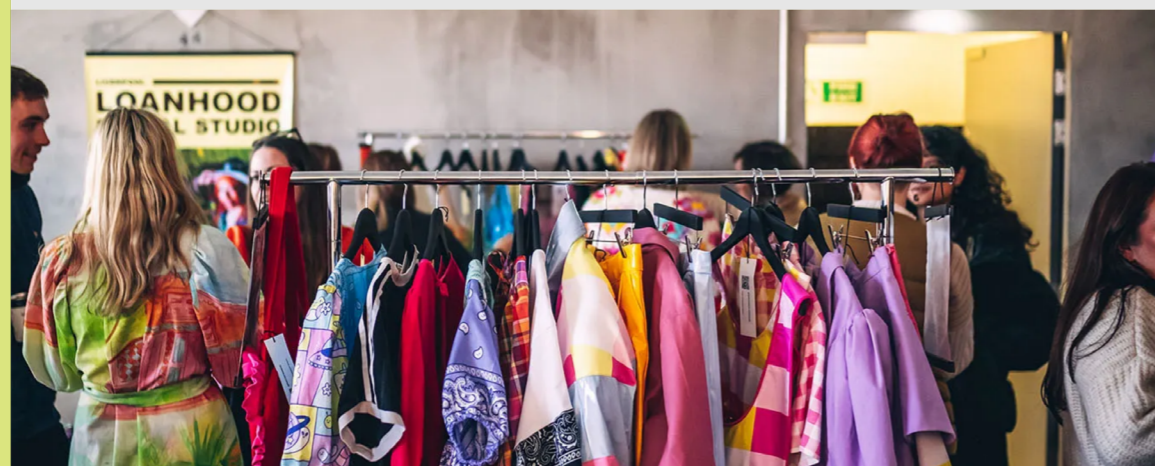


ISLINGTON MUSEUM, LONDON, EC1V 4NB

DONATE CLOTHES

FOR SWAPS IN RETURN

**COME
ALONG!**



RENTAL SUCCESS STORIES

Meet the community
championing sustainability,
hear all about why *they*
choose **LOANHOOD**

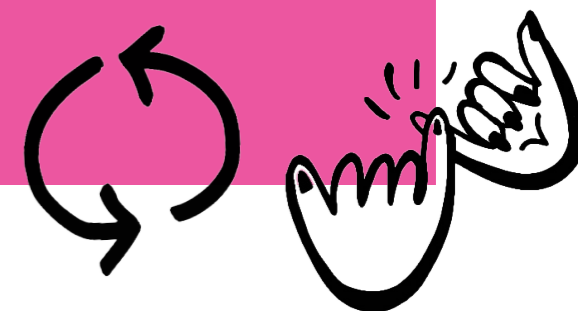
SOPHIE KENDALL, 24

"I'm always here to share my clothes, whether that's been when I was younger with my sister or now with my best friends! Sharing used to be, and in some ways still is a necessity on how I dress. Not only does it save you a whole load of money, but it also opens an endless amount of clothes to experiment with! I have about 10 wardrobes and it's great! Having an app that allows me to do this further has been such an amazing discovery and although I've only used it a handful of times, I believe this is a great way of making sustainable fashion more accessible to everyone! It answers the ongoing question or critique that 'sustainable fashion is so expensive' and shows that we *can* dress more sustainability through buying less!"



LUCIE TOWNDROW, 29

"I've used Loanhood since the very start. I was lucky enough to feedback on the functionality of the app and be part of the first user group. I haven't ever personally rented anything myself from Loanhood, but I have loaned items out to other users. The process was super smooth from start to finish. I love the support for small businesses and the fact that it's a great platform for independent designers. I haven't seen any other rental platforms with as many small businesses loaning items out themselves as Loanhood has. I think it's a really easy way of being able to support small businesses without buying the item yourself, because you can try or rent the item for a special occasion and then return it making it slow fashion, *and* more affordable."



WANT TO BE A PART OF THE NEXT ISSUE OF LOANZ?

At **LOANZ**, we're always on the lookout for new creatives, whether you're an emerging designer, fashion student, aspiring journalist, or photographer - *we want you*.

Go to **LOANHOOD.COM/LOANZ/PITCH-AND-SUBMIT** for more info on how you can contribute or have your work featured soon!

Don't forget to follow **LOANHOOD** on all our socials for any magazine updates.

ACKNOWLEDGEMENTS

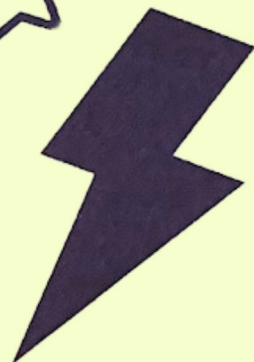
A huge thank you to all the amazing creatives who helped in the creation of this issue of **LOANZ**

Poppy Tester *Photography*
Tonni Kye *Designer*
Soriah Abraham *Designer*
Iman Grine *Designer*
Lydia Jackson *Designer*
Laura Casas *Designer*
Abigail Boyton *Model*
Naja Maulana *Model*
Shaziah Bolan *Model*



**WE ARE THE
RENTAL REBELS**

**WE
WANT
YOUR
COOL**



#WEARELOANERS



LOANHOOD

YOUR FASHION RENTAL APP