

PARADE

edition 21

The Leather Jacket "issue"

Magazine of the Amsterdam Fashion Institute

Dear reader,

There isn't a garment worn or celebrated more than the leather jacket. From war shelter to a symbol of belonging within numerous subcultures, this fashion icon is deeply connected to different beliefs and identities. Unfortunately, this has quickly become a plastic memory. Sadly hanging on a sale rack of some fast fashion shop. Begging to be worn for at least a month before being thrown away.

In the current zeitgeist, our generation is soul searching and longing for the tangible, with uniqueness as the end goal. Great, you might think. Ironically, this has resulted in everyone looking exactly the same. Fashion is said to be the most authentic form of self-expression, so how come this isn't translated in the clothes we buy? In an ever-changing fashion system, how do we reflect on who we are as individuals?

The 21st issue of Garment uses the pivotal role of the leather jacket to explore this phenomenon. We're gonna dive into its symbolic origins and the communities that celebrated it, uncovering the stories deeply woven into this clothing piece. We will face the ethical dilemmas involved with the process and the living beings connected to this garment. Talents and ideas will showcase how this generation is working towards the future of this planet. If there's any left at all.

But fear not, this isn't just a depressing magazine. Maybe a bit. But let's face it. We grew up using memes as therapy. So, in true Gen Z fashion, we are gonna cope with all this negativity in the only way we know. Unseriously (or somewhat).

In the hope of inspiring you, or at least making you giggle for a minute, this editorial masterpiece will shift your perspective on the leather jacket. Not as just another trendy item, but as the foundation of what identity used (and still can) be.

xoxo Team Garment



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Photography by João Pedrozo Words by Jitske van der Leij

Garment Greed

Let's face it, contradiction is in our DNA. We're all caught up in this soulsearching shit whilst literally destroying our planet. Maybe it's time for a reality check?

"ETHICAL CHIC"

Thamisha eagerly purchases new clothing from brands that violate human rights. Don't follow Thamisha's lead in your shopping habits.





"MY WARDROBE IS TIMELESS AND SUSTAINABLE"

"MINDFUL WARDROBE"

"UPCYCLED IS MY WARDROBE MANTRA"

Bink and Caique are wearing a ton of clothing from unethical fast fashion brands. Don't buy this clothing.

Creative Direction by Pleun Schenkels HMUA Sara Bleeker Production Fiona Frommelt, Dairijn Kundou Styling Jade Brooks, Rick Snijders Talents Bink, Caique Pantoja Brasil, Thamisha Roosberg

Words By Julian Cuny Photography by Chanel Khuu

UP COMING

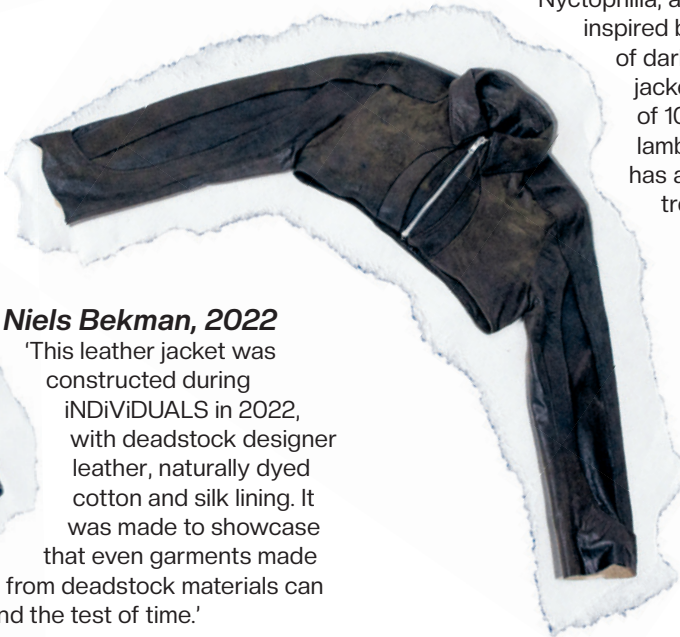


Sunny Brewi, 2023
'I made this leather jacket during iNDiViDUALS in 2023, it's part of our collaboration with the Rijksmuseum Innovation Lab. The patchworked material showcases various textures created by mixing deadstock leather and leather scraps.'



Fiona Obrowsky, 2023
'This leather jacket was the result of a school project for Gucci where I took their heritage and then transformed it into streetwear garments. Keeping a focus on sustainability and adaptability, I opted for vegan leather and different ways of wearing, like using the zippers and collar in variations.'

David Bostrand, 2024
'This leather jacket is from my graduation collection, Nyctophilia, a collection inspired by the love of darkness. The jacket is made of 100% lambskin and has a stonewash treatment.'



Niels Bekman, 2022
'This leather jacket was constructed during iNDiViDUALS in 2022, with deadstock designer leather, naturally dyed cotton and silk lining. It was made to showcase that even garments made from deadstock materials can stand the test of time.'

You probably saw them quickly passing in the AMFI hallways and secluding themselves for hours in the sewing room, trying to reach their deadlines. Today we are giving them a rest day (yay!!) and showcasing the leather jacket from their unique perspectives.

We're all

Growing up, I feared the idea of being a 'poser', but with the advent of social media, pinned leather jackets aren't just for hardcore punks anymore. Is this cultural shift and algorithm slowly killing our authenticity?

Hipster Rising

As much as I don't want to admit it to myself, I'm getting old. Or at least, that's how I felt when 2014's trends started to infest my Instagram feed all over again. If you were around the Internet during that year, there might be some things you'd recall. Lana Del Rey's quotes scattered around every sad girl's Tumblr page. Blurry over-filtered pictures of Dr. Martens boots. Keep Calm And Carry On memes (ugh). And, most importantly, the poser debate was as heated as ever. There was no way you'd listen to the Arctic Monkeys or wear High-Tops Converse without fearing a random hipster questioning your motives. Were you really appreciating the culture behind those fashion and music choices? Or were you trying to be someone you weren't? 'A real hipster doesn't call themselves one'. That was the ongoing reason to call out everyone who seemed to be trying too hard. Or not trying at all. You just didn't want to get caught doing anything remotely associated with being a poser. As a result, to this very day, black fedoras and light-washed skinny jeans still trigger my PTSD.

Poser who?

Being a poser wasn't a new concept at all. Dating back to Oscar Wilde, poseur referred to an individual who plagiarised a specific group's dress, speech, and mannerisms (often a subculture) to gain acceptance, without sharing and understanding its values. Those subcultures often developed from youth counteracting the current norm, and they were initially exclusive to individuals participating in the same philosophy. Their fashion was an indicator of their lifestyle and beliefs, a common denominator between equals. You could not just wear a pinned

leather jacket and call yourself a punk. You had to listen to punk music. You had to engage in the community. You had to be punk. The leather jacket was a uniform, a reflection of what you stood for. It wasn't just a random find in a thrift store. It was an extension of your identity. From the mods against the rockers in the 60s, to the rise of e-girls from the goth community's ashes, this strive for authenticity has been an ongoing cycle within every generation.

"what the fuck is even frogcore?"

Cores cores cores

When it comes to technology, I often tend to be late to the trend. So it wasn't before the second lockdown in 2020 that I discovered TikTok and found myself scrolling through hundreds of videos regarding 'cores'. Fairycore. Mermaidcore. Barbiecore. Gorpcore. Frogcore (What the fuck is even frogcore?). There was literally something for everyone. Were you aspiring to live in the countryside, far from mundane capitalism, adorned in white linen dresses whilst taking care of your garden? Here you are honey, you should try cottagecore. Always been fascinated by old literature and dreamt of studying at Oxford and Cambridge? Dark Academia could be the answer. 'Cores' (either an alternative word for 'trends' or the next instalment of the fashion cycle) is a suffix

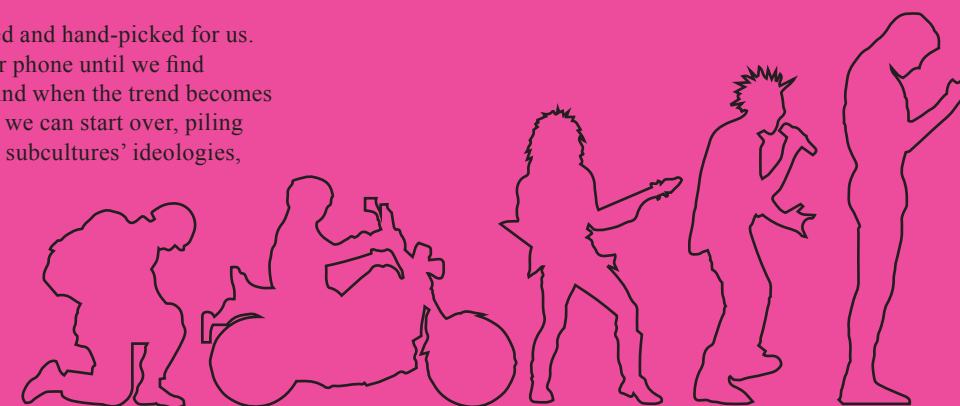
fucking Posers

originally coined by Greg Fong and Emily Segal and now fully embraced by the general public. Originating as a way to describe a specific aesthetic and clothing style, it was an attempt to create community through shared interests (Does that ring any bell?). What started as inspiring content for a younger audience got lost in the depth of the algorithm. New 'cores' emerge on a daily basis and whenever one gets popularity, it generates a trend that quickly gains an enormous following. This brings its initial message to a broader audience, but it strips away any depth and meaning behind it. Every moment a video would pop up, suggesting you would try out that new 'core'. This would dictate not only the hundreds of dollars of Shein clothes you'd need to achieve that specific look. But also which music you should listen to. The way you should talk. Even your opinion on matters of life and society. Right now, we can switch between thousands of new styles and personalities attached to a definite set of trendy garments. What was once a journey connected with the ideology that introduced you to a certain community, has now gotten a reverse treatment.

At last (???)

Identities are perfectly curated and hand-picked for us. We just need to doomscroll through our phone until we find something that catches our attention. And when the trend becomes an old joke (normally after two hours), we can start over, piling polyester clothes like little towers. Old subcultures' ideologies,

rooted in anti-capitalism and craftsmanship, are revamped by fast fashion empires and turned into cheap Sex Pistols T-shirts. The constant reach for uniqueness is met by a generation willing to give up their personality based on what a random person behind a screen told them. While we're still searching for our place in contemporary society, we navigate fashion and identity blindly, looking for what is currently trending. Or what feels safe. Being a poser, once seen as something worth the highest of shame, is becoming the accepted norm. Acting a certain part to affirm yourself is not uncool anymore, just standard procedure. And standardised what fashion is clinging towards. Maybe the hipsters were right. We are all fucking posers. And we have no shame in it. We might start to embrace it. Just don't let them know, I'd rather die than give them the satisfaction.



FROM BATTLEFIELD TO BASIC BITCH

a timeline
for you
Tarts!

1918

The leather jacket emerged from a rather unfashionable place. The garment was first worn by fighter pilots in World War I. The animal hide acted as a second skin which protected pilots against the harsh elements they faced while flying. Today, this style leather jacket is known as the bomber jacket.



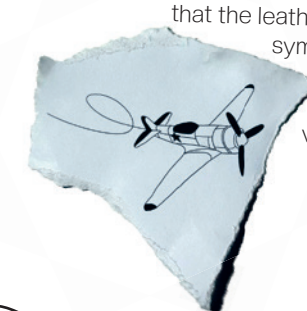
1928

As the first war concluded, the leather jacket followed soldiers home, bringing a new garment to the hands of designers. In this post-war buzz, raincoat maker Irving Schott, created the motor-cycle leather jacket which he sold at a Harley Davidson distributor in Long Island, NY for just \$5.50.



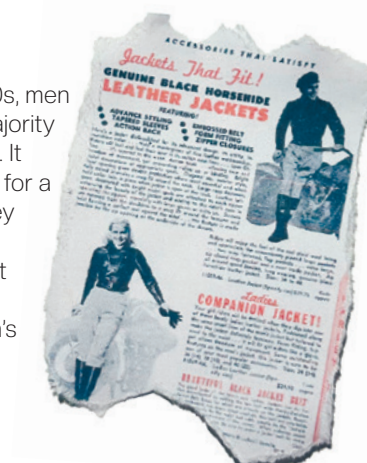
1940

Up until the 1940s the Leather Jacket was mostly synonymous with military personnel. The US military standardised the "leather flight jacket" during World War II. It wasn't until the post-war era that the leather jacket became a symbol of rebellion and brought a strong sense of identity to various subcultures.



1954

Up until the 1950s, men had been the majority demographic of the leather jacket. It wasn't until the Leather Jacket 'fit for a queen' came out in the 1954 Harley Davidson accessories catalogue, which began catering the garment towards women. This jacket was fashioned along the lines of a men's jacket but with more feminine tailoring.



1960

As the 60s began, so did the start of the "cool guy" era. Rocked by stars like Elvis Presley and The Beatles, the leather jacket entered a brand new phase and became the embodiment of cool. Unsurprisingly, as the garment became a part of the rockstar identity, it gained plenty of popularity.



1970

The 70s entangled the leather jacket in a brand new wave of rebellion, in which it became a badge of honour for motorcycle gangs everywhere. Many members were seen proudly sporting their logo on the backs of their beloved leather jackets.



1978

While the leather jacket was being sported by many motorcycle gangs, it also began to gain attention from a popular film you may have heard of, Grease. Released in theatres on October 12th 1978, the film brought a lot of attention back to the leather jacket. Especially by women who wanted to feel badass like Sandy Olsson.



2000

Once the jacket had become a mainstream garment, it began a high-end fascination with redesigning the leather jacket. With brands like Gucci and Jean Paul Gautier offering leather jackets in a new way: Upscale and Over-priced. Offering those who could afford a lavish twist on a military staple, this jacket also became a symbol - not of rebellion, but of status.



2010

The attention of high-end designers helped the leather jacket relieve some of its past glory. Fast fashion brands were quick to swoop in to get their fair share of the hype. By 2010 the Leather Jacket had merely become a plastic resemblance from its rebellious ancestor. Buying a leather jacket has never been this easy.



2024

The Leather Jacket



1980

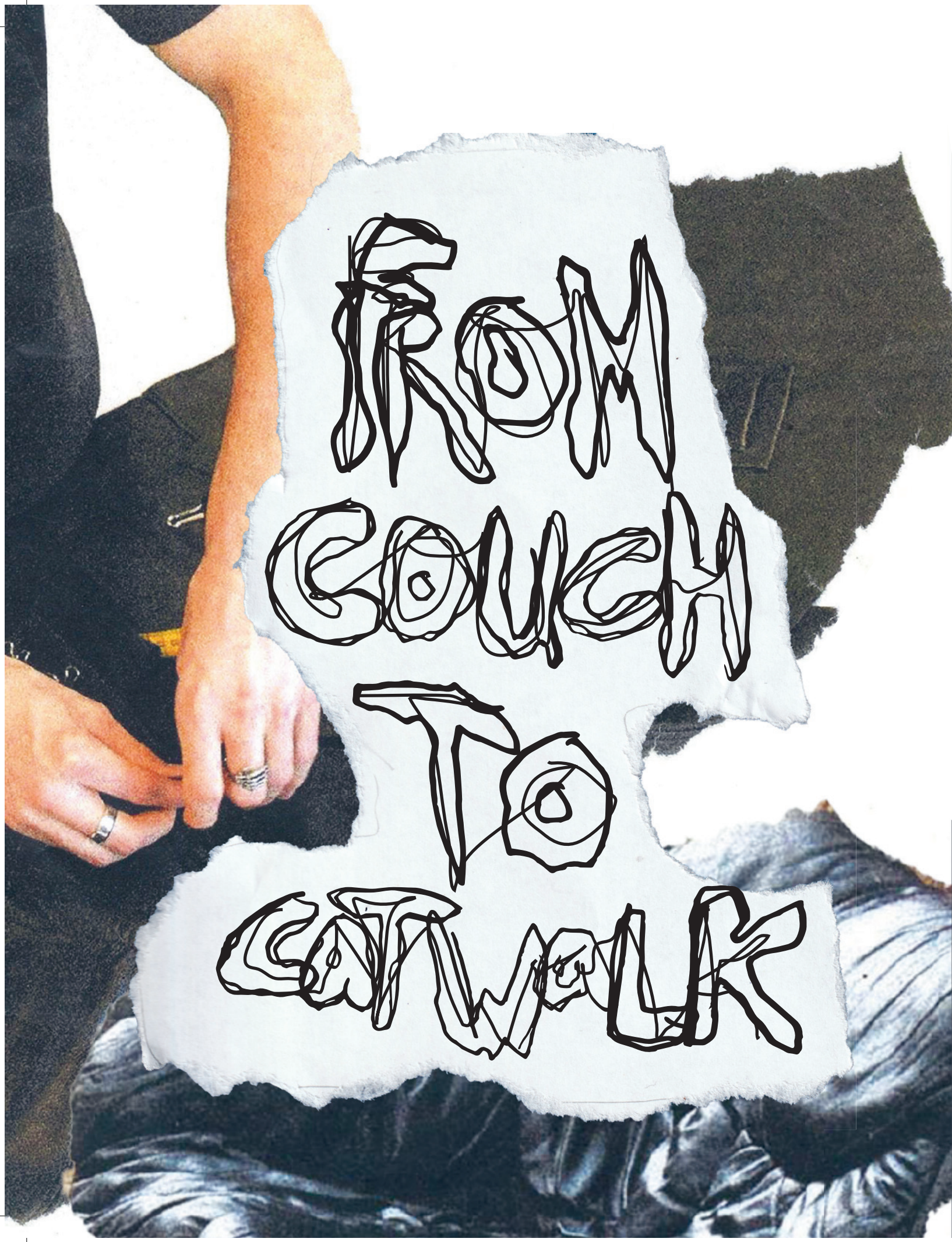
By the 80s the leather jacket fell into the hellhole of mainstream media and stood in the spotlight. With that, it began to be stripped away from its badass reputation. Instead of character, the leather jacket of the 80s had a range: from Punks to Madonna, it could truly do it all..



1990

By the 90's the Leather Jacket was seen every which way you looked. From Saturday Night Live to Macy's Catalogues. Now available in most department stores, the Leather Jacket was no longer associated with individualism or rebellion. The garment had become just another ordinary face in the fashion crowd.





The stranger the material, the better. David Denaar (24), AMFI design student, loves to upcycle any fabric into a new garment. Lately, he has been busy skinning leather couches for his graduation project.

Tell me something about your graduation collection!
My collection is inspired by a body of work by Viviane Sassen, specifically one of her exhibitions focused on shadows. I then came to Carl Jung's theory of one's shadow self and inner persona.

Where do you draw inspiration from?
I'm very active in the nightlife of the techno scene, so most of the inspiration comes from people there. Think of what they wear, how they behave, what they need. Next to that by anything around me, I can see something interesting randomly and then I have a whole new idea.

How did this whole operation with the couches start?
For the past couple of years I've been making a lot of clothes for myself which I also sell, and all of them are made from upcycled fabrics. This time it's again that random bit of inspiration. I was cycling to work and I biked past this couch, I thought to myself: 'That's nice leather, maybe I should use it'. I came back after work and cut it up. By now, it has already been five of them.

"Something that gives me a spark"

Why do you choose couch leather over buying normal leather? Firstly, I like the fact that it has some age and history. Secondly, it saves me money, leather and other materials are expensive. Finally, I want to reuse, being sustainable is a key factor in all my work.

Are there any other similar things you've done to get fabrics without buying new ones? Yeah, so for my graduation collection, because I'm focusing on the techno scene, I contacted a lot of organisations that host techno parties to see if they had any materials left over. I got things like hand fans and posters, but also unrelated things like construction site nets.

What kind of items do you make with the fabrics?
Right now I've been working on this big long coat made from old leather couches. It's going to be really heavy.

What is your design process when working with couches?
It's actually not different from how someone would work normally. It's just that I have the fabric already, but it's important you shouldn't forget the fabric you're working with. For me, that's not a big deal as I design based on the fabric.

How do you find the next couch?
So because I post everything on my Instagram story, somehow a lot of my followers interact with it. Even people I haven't seen in a while will tell me they saw this couch somewhere. But I'm always like: 'Okay but just send it to me, maybe I can use it'. Other than that it's just a bit of luck, when I bike around I hope I see a new couch.

Do you ever mix couches, as in their fabrics?
Yeah, I mix a lot of fabrics together. My work is very graphic and patchwork kind of, so I reuse a lot of fabrics into one, but it still becomes a cohesive collection.

What are some struggles you have working with the different upcycled fabrics? With the different material proportions, it's sometimes difficult because some fabrics are thinner or react differently. So it's really playing around with it and learning new skills.

Have you ever been approached while skinning a couch? Yeah, and this is a really fun part. So the first time I was a bit scared, but then I was like fuck it, I'll do it. And it was actually at Nieuwmarkt, on a Saturday, so it was really busy. I was cutting it and everybody was looking at me. Some lady approached me and asked me what I was doing and going to do with the fabrics. I explained that I was going to make clothes out of it. She just said: 'Cool, good luck', and moved on. Another time I was also in the city centre of Amsterdam, there was this guy just walking past. He thought that was nice and we started having a full-on conversation for like 10 minutes. He was really interested and he wanted to know everything. I actually never had a bad experience being approached, it's always positive. It makes the experience really fun.

You can see more of David's work and follow his graduation process on his Instagram; @di.vad.

"It's always a challenge how to incorporate it (fabrics) but that's the most fun part"



Creative Direction: Louisa van Zutphen Talent: David Dienaar

동서양의 만남

(East meets West)

Can you tell me something about your leather jacket?

I got it from one of my friends, a year, maybe a year and a half ago. We met at church, and he always had an interest in fashion and clothes in general. He was a big fan of leather jackets but wasn't wearing this one in particular so he gave it to me. It fits me perfectly, it feels like me and I immediately fell in love with it. It's comfortable, really warm...

I guess you wear it almost every day?

Often enough. It is my go-to jacket during the in-between seasons, but during the colder months, I still love to layer it, maybe with a coat. It isn't too tight or too oversized, I have enough room to move and I can dress it up or down depending on the occasion.

Does this jacket represent something to you? How do you feel when you are wearing it?

I feel cool, which is something I aspired to be rather than being just 'pretty'. I was a tomboy and dreamed of wearing leather jackets paired with hoop earrings once grown up. Since my teenage years, I have associated this look with coolness and independence.

What you're describing to me right now has somehow always been connected with Western fashion. Do you think moving to different Western countries had a big impact on you?

For sure, that is the only style and culture I've been surrounded by almost my entire life. If I had lived longer in Korea I would have probably embodied more of an Asian aesthetic. Growing up with Western media, friends, and norms had a major influence on my style, and it is noticeable whenever I'm surrounded by Korean peers, which often remarks my look and attitude as really cool.

"I feel cool, which is something I aspired to be rather than being just 'pretty'."

Is this related to the fascination Eastern Asians have for Western culture?

From my perspective, Eastern Asians tend to idealise Western canons. People want to look and dress like that. They look up to European beauty standards, so they try as much as they can to emulate them.

Do you think the view on beauty standards in East Asia is changing with the more diverse representation in the mainstream media?

I still think that there is still an immense appreciation for the West, even though it is funny to see how the tables have turned and Westerners are now getting fascinated by Asian culture and fashion. All of a sudden, K-drama and K-pop became extremely popular and Japanese and Korean clothes are trending all over the world.

How is the leather jacket being seen in Asia?

It is now quite a hyped garment. Back in the day, it was merely worn by celebrities and stylish individuals. Nowadays, it has become more accessible for regular Koreans due to the current trends.

What is your opinion on the leather industry?

Can I be really honest? I don't really care, I know I study fashion and sustainability is a big issue. I don't know why, but it never really got me, never dive deeper into the matter. I've always worn fake leather, and this jacket I have on right now is probably the only genuine piece I have in my collection. I wouldn't buy another one, but that's because I don't need it. I think I'm just neutral about it.

I know there is a big conversation about veganism and animal cruelty and a lot of people of our generation have big opinions regarding it, but I question if it is always coming from a genuine place. At times, it feels like some of them are just doing it because it is trendy right now, they are just following what is socially acceptable. I don't want to speak badly about Koreans, but I saw how they tend to blindly follow trends, they just do it because it's a thing, and when the craze fades they will move to something else. That just isn't me, I like to have my own identity and opinion.

Do you see a difference in the way Europeans follow trends?

There is a wider spectrum compared to Korea. People here have more individuality. If a trend is followed there is often a conscious choice behind it. Koreans will do something to please others, not themselves. They tend to be afraid of getting out of their comfort zone, scared of being 'too visible'.

Words and Photography by Alessio Christian Melis

PERSONAL STORY

Born in Gumi, Korea, Young Eun Kim (24) moved across Europe from Birmingham to Zagreb. Researching a sense of belonging between two cultures, discover how she navigated identity through her leather jacket.

김영은 Young Eun Kim in conversation with Alessio Christian Melis

That is a really interesting perspective, especially due to the culture of 'doe normaal' here in the Netherlands, which kinda resembles the phenomenon you're describing to me. I always felt as a Dutch person that in this culture, individuality is not widely celebrated.

I get it, but I still feel the mindset is different. The mentality is inherently individualistic, fashion-wise maybe less, but in my eyes, there is still a gap compared to Korea. There is a difference in attitude when it comes to fellow nationals who grew up in a foreign country and the ones who lived their whole life in Korea. The way we think and speak is different, and I love to hang out with both, but I gravitate more towards the first kind, because of the shared background. When I express myself, I feel more safe with immigrant Koreans, because my language is way too straightforward for 'Korean Koreans'. It can unintentionally hurt them, so I have to be cautious and balance my words.

Do you think 'Korean Koreans' see you as an equal?

No, they don't consider me a Korean like them because I have a different way of thinking and even making jokes. I didn't notice this as a child but the more I grow, I can see it and feel it and I think they feel the same towards me. They say that I even speak Korean with a different accent.

So, how do you feel comfortable defining your identity?

I used to be conflicted about my identity. Was I Korean or European? I always saw myself as Korean but nowadays I just don't want to label myself. I don't need to fit in one box and that is what makes me probably more attractive. In the end, I could be everything I want. I just enjoy being me. As a child coolness meant to be a tomboy, to act more masculine. Like my leather jacket. I associated femininity as weak, too romantic, but I'm starting to embrace this side of myself. I can be a girl, a woman, and still be cool.



LEATHER MOTOR ...and the GAYZ



Our generation truly is a bunch of hypocrites. We judge everyone for everything, and at the same time, want to be loved constantly. In a world where everything is a norm, where we are so used to expecting respect from others, sometimes it's easy to forget what got us here.

There is a 20% chance (based on my own research) that when a Grindr notification comes, it is from an older man dressed fully in leather asking if I am into BDSM. And while in the past I used to just leave them on “delivered”, these days I have grown quite fond of being polite and responding with a “no, thank you”. After all, treat elderly how you want to be treated when you’re old. But there is, of course, more to it, I believe. With gay rights movements only coming to full force less than 60 years ago, it is quite

possible that one way or another, one of these older gentlemen were at some point at the forefront of a protest, which enabled me and ultimately everyone else to write bizarre things like this without a fear of being hate-crimed against.

What is a norm of acceptance for us, wasn’t present a couple of decades back. Years of dedication and tireless fighting to get us where we are today should not go unnoticed, but rather be remembered and

celebrated. Especially now, when certain political parties are coming to power, it is important to keep in mind that what we have today, can be easily taken away from us tomorrow. My grandma (and George Santayana) used to say, “Those who cannot remember the past are condemned to repeat it.” Personally, I don’t want to go through that shit again, and neither should you. And so, let me tell you about that one time leather jacket actually paved the way for the gays to find a sense of community.

THE MOTORS

From Black Panthers to the questionable racer girl aesthetic, leather jackets have been omnipresent throughout various subcultures and cores, bringing specific amount or lack of value to them. One of the most famous groups utilising leather jacket as a symbol of self-expression and rebellious spirit is the motorcycle culture in America. And I know you may be asking “why are we talking about straight people” but there is a very specific connection between the gayz and motorcycle clubs. Something that could be probably considered one of the first cases of yassification.

Motorcycle culture known for its rugged and rebellious vibes, allowed the leather jacket to become a materialisation of masculinity and freedom. Disappointed by the limits of mainstream society, the 1940s and 50s bikers adopted leather not just for its practicality but as a statement of independence. With the returning troops after World War II, motorcycle clubs experienced a surge in numbers. War veterans literally traumatised from their experience struggled to return to normal life, and were seeking friendship and adventure. They became gatekeepers of leather culture, and the jacket was a badge of honour for those who dared to defy societal norms. However, they were very much heteronormative. A full membership was restricted to men (nothing gay about that), while women were assigned to less important roles as “biker bitches”.

THE LEATHER

At the same time, in the urban neighbourhoods of America, another community was finding comfort and solidarity in the embrace of leather: the LGBTQ+ community, particularly gay men. In the midst of public rejection or marginalisation of them, gay bars and clubs became a safe space for individuals to express themselves openly. Drawing inspiration from the masculinity of motorcycle culture, the gayz began to adopt the leather jacket as a symbol of strength and sexual liberation. Lowkey hearing Lucille Bluth from Arrested Development scream “Whore!” but let’s move

on. Growing in popularity, a lot of gay places started to turn into leather bars and clubs. Decorated with murals of masculine figures, and packed with men in leather caps and jackets, who lived in the society that either hated them or pretended they didn’t exist.

But the real deal was when these two groups mixed and the *whispers* homosexual motorcycle clubs were born. Con artist and former US congressman George Santos might say: “Slay the house boots down!” I just say that these clubs were a response to the need for socialisation and meaningful bonding (here comes the Lucille Bluth voice again) among gay men.

In the 1950s, particularly in California, gay men began forming their own motorcycle clubs, mirroring the structure and activities of the heterosexual bros. These clubs presented a space to socialise, bond over shared interests, and express their masculinity without fear of judgement or persecution (Lucille Bluth voice).

*“even in art
leather took on
new layers of
meaning as
a symbol of
sexual desire
and dominance”*

"gay motorcycle clubs
offered a more
equality driven
space"



THE GAYZ

One significant advantage of these *whispers* homosexual motorcycle clubs was the fact they were able to do all those things outside the limits of urban gay bars, where surveillance and interference by law enforcement were a part of everyday life. By organising bike runs to the countryside, members could camp out for weekends, engaging in various activities from riding contests to drinking bouts. These gatherings, visually unrecognisable from those of heterosexual biker clubs, that is unless you walked on someone getting it on, provided a sense of freedom of expression and authenticity without fear of being judged.

Being the part of these groups helped gay men reclaim their agency and self-empowerment at the time, they were often viewed as sexual outlaws. By embracing the highly masculinised culture, the gayz started to show their own identities and challenged societal norms. The nature of these clubs, where actually owning a motorcycle was not always a requirement for membership, was not only democratic. I believe it was necessary. We've seen them gayz drive. But most importantly fostered a sense of inclusivity and friendship among members from diverse backgrounds.

Even in art, leather took on new layers of meaning as a symbol of sexual desire and dominance. Artists like Tom of Finland played a vital role in shaping the image of the "leatherman," capturing hyper-masculine men in leather as objects of lust and power. In other words, really high quality porn drawings. 10/10 if you ask me. It was through these images that gay men found a way of showing their sexuality and challenging stereotypes of femininity.

I know it sounds like these clubs were full of macho men, but in fact they were more inclusive than the majority of the gay spots back then. Unlike mainstream society, where gay bars and clubs often enforced strict social hierarchies and norms, banning women or trans people from entering; gay motorcycle clubs offered a more equality-driven space. Members could take part in activities regardless of their socioeconomic status or background. Creating an inclusive environment like this further strengthened the bonds of brotherhood among members, building a supportive community where everyone could be themselves.

And so, you never know. Maybe that one leather guy who shot his shot with you on Grindr was a part of this group at some point, striving for equality at the time when the majority of our community wasn't able to be equal at all. Maybe next time, you too, won't leave them on delivered but take your time to say your: "No, thank you."

Photography by Lieve Monette Couwenhoven Words by Marie-Claire De Graaf

MORE
than a
Material

*While everyone is losing their minds
over meatless diets, leather often does
not make the cut into the conversation.*



Blue leather jacket: Vintage Saki
Orange leather jacket: Vintage Carmim and Co.
Pink fuzzy jacket: Vinted



Creative Direction Lieve Monette Conventhoven Photo editing Chanel Khuu Production Haria Poloni, Luna Sprangers Styling Jada Brooks Talent Jada Brooks

VINTAGE

Words by Nice Lin Image by Sofie Remmers

GEM* GUIDE

CITY	NAME	GRADE
ROTTERDAM, NL	The New Studio	9,8
LONDON, UK	Shoppyotts	7,8
AMSTERDAM, NL	ENSO vintage	8,2
COPENHAGEN, DK	PRAG Norrebo	6,8
SEOUL, KOR	HURUI vintage	9,6
TORONTO, CAN	Public Butter	8,5
ANTWERPEN, BE	Think Twice	7,5
NEW YORK, USA	Le Grand Strip	6,8
BERLIN, DE	Dandy Horse	9,0
PARIS, FR	Ritchie Vintage	7,0

NOW WE KNOW WHERE, BUT HOW?

Tbh, vintage clothes are like memes – they get better with time. They hold stories and historical values, the most iconic MTV moments and more.

Even though we don't want to promote consumption, just like we don't want you to go to jail Lindsay Lohan style, it's best to invest in something that already exists. Consider this your go-to shopping guide. Whether you prefer high-end, modern styles, streetwear, old-school, or something else Paris Hilton would never wear, we got you covered. And remember to live, laugh, love and take care of your garments.

garments gem guide

- ① *does it smell?*
 → yes? do not buy!
 → yes? buy! (but you'll smell like an old hag)
 → no? that's a good start :)
- ② *what does it feel like?*
 → crusty: girl... put that back as fast as you can
 → buttery: Ah yes! like a smooth baby butt
- ③ look out!
 for discoloured patches/stains
 → you Don't want those to grow!
- ④ *check all zippers if they run smoothly*
 take a look at the care label
 → here you see the origin of the jacket and its materials
- ⑤ *but most importantly: How does it make you*
 - stiff = NO!
 - glam = YES!
- ⑥ FEEL?
 - sustainable = yes!
 - VEGAN = questionable?
 - grandpa = definitely YES!



Dear
Hanneke ...

Even though I feel strongly against fast fashion and consumerism, I often wonder if my (vintage) shopping habits make me a hypocrite. Throughout the years, Hanneke van Leeuwen's thoughtfully curated selections for her store Dearhunter have slowly filled up my closet.



... I feel like
a hypocrite

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Hanneke, tell me about when and why you started Dearhunter? I heard you studied illustration at Willem de Koning?

I started the shop about 12 years ago. Yesterday (5th of May) was the anniversary. I studied illustration at the Willem de Koning Academy. After I graduated I did an exchange program in Helsinki at UIAH. I love to create, but I realised illustration was not the job for me because it always stressed me out. Next to studying, I always had a side job at a secondhand store, and after a while I became manager. I worked there for a long time. Then my brother died, and I started to reconsider what I wanted to do with my life. So I started making jewellery and bags. Wanting to sell my items, I came into this store (that was here before Dearhunter). The owner wanted to buy my things but also hired me to work for him. I worked there for a while and then he quit the whole store and location and there came this opportunity for me to start something here. Finally, everything that I

did before, my creativity, and my side jobs, everything came together here with Dearhunter.

So you've had the store for 12 years. What is important for you when it comes to Dearhunter?
I like it to be a little universe of my own style and what I like and to see fashion evolving. There's so much love in taking care of the shop and seeing all the customers. It became a beacon in town. It makes me happy to take care of good garments and to be part of this recycling system. There's so much beautiful stuff to offer and so much more awareness to create for that.

What do you look for when buying items for the store?
The zeitgeist, what's happening right now, what might have been happening, what is already a little bit past, and what's coming as well. I ask myself: Is it already nice or is it fun or is it a little bit ugly? I always like items to have a little bit of sparkle and not be too serious. I like good quality and if it's not really good quality, then it should answer the question: Is this ugly? Or is it nice? It has to provoke a question.

How do trends impact your buying choices?
I'm not too interested in trends, they're not my favourites but I do it a little bit by making it blend in to make it all worthwhile and to keep the shop going.

How do you feel about how we as a society consume in general?
Too much, way too much. Of course, I'm giving a second or multiple lives to garments, which is a good thing. But it still makes me wonder if I don't want to do something else. Then I think to myself, at least what I sell is sourced locally and not newly produced.

"A good leather jacket is a token of being kind to yourself, being self-confident, and taking care of yourself"

When talking about vintage, and valuing our garments, how does that connect to your opinions on leather garments specifically? What does the leather jacket represent to you?
When it's a good leather jacket (because there are so many horrible ones out there), it is a token of being kind to yourself, being confident, and taking care of yourself. To sum it up: pride.

What do you look for in a leather jacket then?
I'm really sensitive to the quality of leather. I like the softness to the touch. Right now, I would choose a really well-fitted one, but I like it when it's not too tight. It has to be just enough to be special, but not overpowering with lots of details.

How do you feel about the leather jacket in general?
I love it so much. And I love real leather as well. But then again, it's also terrible. If you think about it, we use the skin of an animal. In leather we see leather, but we never see the animal behind it and where it comes from.

And while I love the leather jacket because I was brought up with it and for me, it's part of the whole garment system. So I love it visually, but when you really come to think of it, it's actually something horrendous. I feel like... what is it?

A hypocrite?
Yes, it's hypocritical. It's not easy. I love the looks, but if you think about it, it's something cruel and should actually be forbidden. I feel like that, but let's be honest I don't think about it often.

I did an interview with a leather producer. His argument is that leather is only a by-product of the meat industry and it's never solely produced for leather use. Talking specifically about cow leather, of course.
It is a complicated topic. It's a big statement to make. And then again, is that good? If it's only a byproduct, does that make it better?

That's a good question.

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Hey, girly... I just wanted to let you know that it's important to stay up-to-date in this day and age. So here's a guide on how to be and stay woke and not fall victim to cancel culture. xoxo

What exactly qualifies as 'wokeness'?

'Woke', also known as being informed about one's surroundings, is an adjective derived from African-American Vernacular English, or AAVE, originally intended to alert people to racial prejudice and discrimination. In other words, for the people! After being popularised starting in the 2010s, just as any popular term, 'woke' has been criticised and mimicked, and is sometimes used mockingly to refer to 'politically and socially aware' people. If I may say so myself, this is a good example of what is

not woke. However, its continued use in discussions highlights the ongoing debates about social justice and activism in modern society.

I am cringe but I am free

I've seen many TikTok users refer to skinny jeans enthusiasts as cringe. But what exactly is 'cringe', and why do we care what others think? 'Cringan' originated in Old English during the 16th century as a

fear and embarrassment associated with bending and crunching. By the nineteenth century, the meaning had become clear: cringe meant 'recoil in embarrassment, shame, or fear.' Today, cringe culture is about mocking people on the Internet for unabashedly creating content for a specific fanbase, cosplay or of themselves. Some argue that cringe culture is necessary to shame a person into acting 'normal'. But who is to say what is considered normal? Cringe is subjective and influenced by a person's surroundings. With the fast-paced Internet lore and people's short attention spans, don't worry too much about being cringe; it's only a matter of time before it becomes normalised or even a trend.

Girl Math

BFFR, not all of us can afford expensive-international-fashion-student-vintage-crocodileleather designer garments. In some cases, fast fashion seems like the only viable option. However, just because it's cheaper doesn't mean we should spend our money on more clothes instead of investing in one quality piece. Call it girl math (R.I.P Karl Marx you would have loved this one). He believed that the cycle of production and consumption creates a false sense of fulfilment, where people seek satisfaction through material possessions but never achieve true contentment. So, have you heard of the rule of five? When considering a purchase, think of five items you already own that would complement the new item. Now, think of five occasions when you might wear it. Will you still be wearing this item in five years? Of course our taste in clothing evolves over time, but this exercise helps us determine whether it's a timeless piece or just a passing trend. It's like a fun maladaptive daydream scenario.

Source: trust me bro

Currently, we often see opinions as unarguable facts. Certain individuals come across a Facebook AI created post, and enter a cycle of believing without questioning. I'll admit, there have been times where I've said, 'Oh, I read somewhere that...' but in reality, I just saw a TikTok about it with a dancing cat background. This is a concern especially

for the chronically online, who often seem to love being a hater. It's dangerous to live in a bubble of only one's beliefs. People become so convinced of certain ideas without a reliable source, that they project them on themselves or others. IYKYK, take the 'Alpha male ideology,' for example. The terms 'alpha' and 'beta' originated from studies of animal behaviour, particularly in species like wolves. We as humans are much more complex, so unless you're a furry, I would recommend reading fanfiction to fulfil your needs rather than projecting. It's crucial to base our opinions on research and question narratives by seeking out diverse perspectives. Let's avoid a 'blind leading the blind' situation. After all, critical thinking will get you further in life.

"the girls that get it, get it. and the girls that don't, don't"

The vintage catfish

When purchasing used items, it's important to consider their source. Secondhand doesn't mean cheap, and you shouldn't waste your money on clothes that aren't worth it. Not in this economy. So, evaluate the garment based on its material and quality! POV: you've purchased what you thought was an expensive vintage leather jacket, only to find it cracking and crumbling after just one wear. Turns out it's a vintage Shein premium... There are several ways to determine whether a garment is worth purchasing. Inspect the entire garment, from the outside to the inside. Trying it on can help you identify flaws like discolouration or broken zippers. Imagine trying something that should be your size, and hearing a tiny rip while putting it on (not that this ever happened to me), so be

cautious! Take the time to determine if it's worth purchasing. Look for cracks; good quality leather should not have any cracks or dry spots. Avoid leather that feels stiff, brittle, or excessively rough, as this may indicate poor quality, which won't look cute when it decomposes after a few wears.

Are you a boomer who doesn't know what they've just read? To help you understand, please visit our website at www.garmentmagazine.com

Photography by *Fiona Frommelt* Words by *Lilli Wickham*

weight of the world

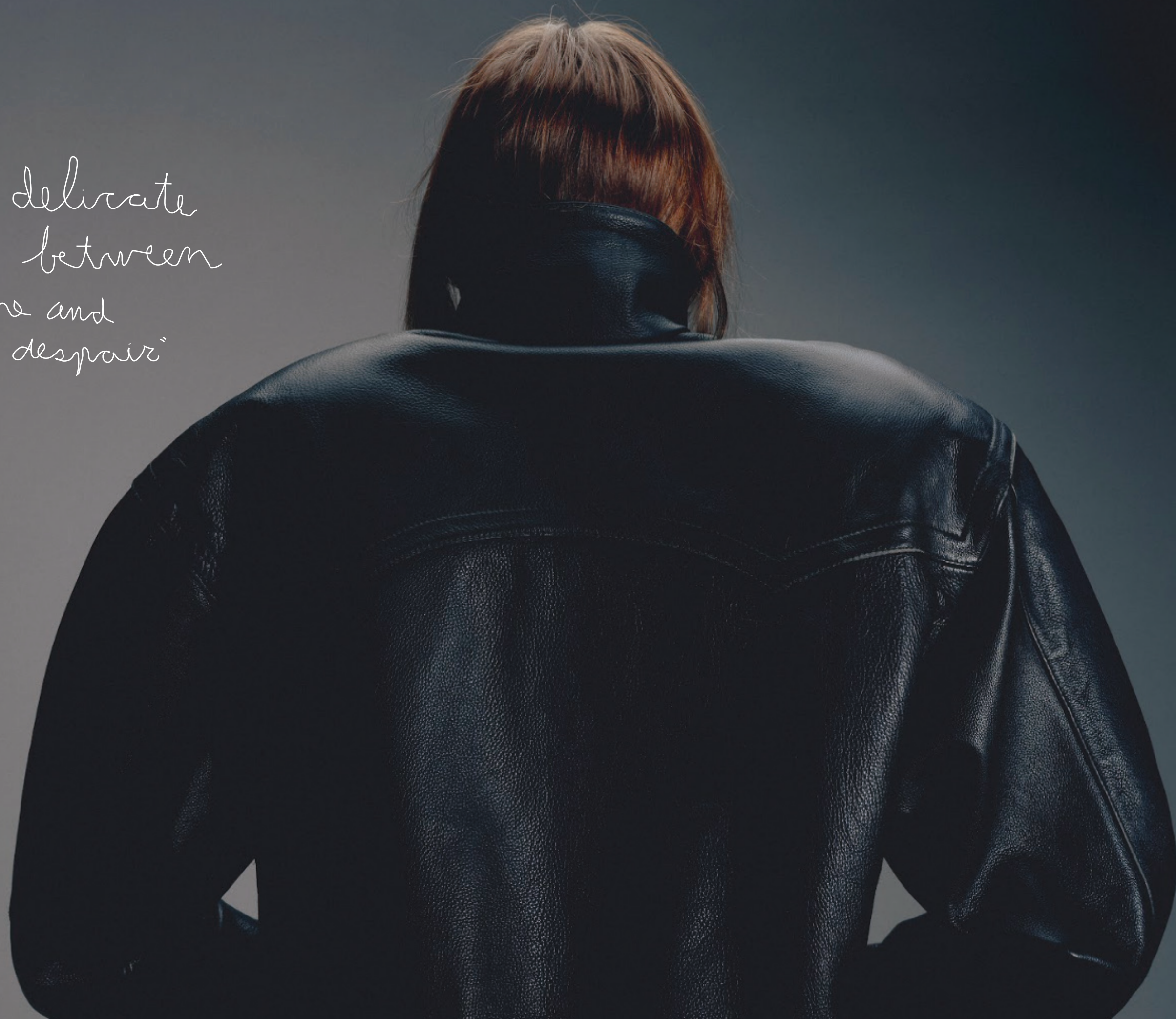


Long checked skirt: My mom's in the 80's
Grey skirt: Vinted
Black loafers: Zipper
Leather jacket: iNDiViDUALS Studio



With 'eco-anxiety' tightening its grip on our generation, we, the torchbearers of environmental advocacy, walk a thin line between hope and despair as we strive to secure any future at all.

"A delicate
line between
hope and
despair"



UNDER



THE

SKIN

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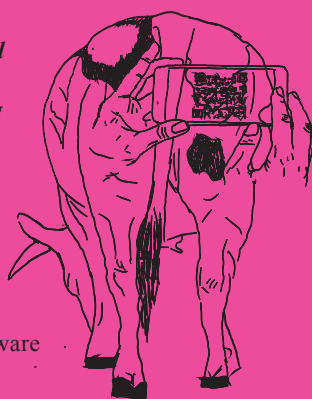


What kind of materials are used?

During the process, 600 different chemicals are used, and these are not natural substances. You can also see this in the tannery, which is filled with large equipment and blue barrels. However, Dutch tanneries do try to ensure that this is done as well as possible. This means making sure that everything is absorbed into the hide so that no substances are left behind. The wastewater is then filtered to eventually produce green grass. This is not comparable to developing countries like India, who lack the proper regulations and their wastewater flows into the Ganges.

Transparency is a crucial issue that seems to be pervasive. Are you taking any actions regarding this?

To ensure transparency, a code is placed in the leather. It reveals everything about the animal and guarantees that the quality of the product can be improved and that we, as consumers, become more aware of what we're buying.



I CAN FINALLY BE FLEXIBLE WITH A SOFT SKIN



Can you tell me about the tannery process?

Before the leather for your new jacket is ready, there are four steps involved. During the process there are a few selection rounds. The first step is liming. The leather is cleaned, made bacteria-free, and dehaired. The final step involves finishing the hide. This includes dyeing the hide and adding other elements, which allows it to be made hard, soft, stiff, or flexible.



BLEACHED CALF SKINS

I set out with a goal of visiting a slaughterhouse, but guess what? Impossible. Nothing. Nada. And when I least expected it, I received an invite to a place equally fascinating: the tannery. There I interviewed director Twan de Bie.



Are the calves bred specifically for their skin?

The hides are a byproduct of meat and dairy production. A cow has to have a calf every year to keep producing milk. Half of these calves are females, and the other half are males. To put it simply, the females stay on the farm to become cows later on, and the males are left over. Emancipation seems to come a bit easier for the cows after all. The farmer can't do anything with the males, so they end up in calf farming and live there. Although their life there isn't very long since they are slaughtered at about nine months old.

ENJOY YOUR SHORT LIFE



How do you notice the customers reacting to this? For most customers, it's important for their conscience to know that the product has been made under good conditions. However, there are only a few people interested in their garment's source. In fact, many people buying a leather jacket don't want to know that it's made from an animal. However, I do expect this to change in the future. Someone who now finds it very important to know where their food comes from, will eventually also want to know where their shoes or bags come from.



It might have not been the same as visiting a slaughterhouse, but this conversation still gave me a lot to think about. It seems like not wearing leather is not merely enough to stop the animal cruelty at hand. Instead, it would be to resign from any animal-sourced products, whether it be in fashion, in our diets or in our beauty products. Even then, that effort would be just a single step in the long marathon of changing the industry for the better. Maybe I will skip the cheese platter tomorrow after all.

Read more about Pleun's discovery on how leather is 'farmed' on www.garmentmagazine.com

Thanks to Vitelco Leather, part of Vitelco – your partner in veal.

a cultural Legacy

Coming from Maryland, USA, Barjogarón (26) grew up immersed in both Liberian and Native American heritages of his parents. In the following piece, he explores the importance of leather in Black cultures, as well as his personal relationship to it.

The Armour We Wear

When I wear leather and think about all the cultural progression and influence it has had for my people, as well as others, it empowers me with confidence and pride. Leather isn't simply just an aesthetic or a piece of flexible fashion that is trendy and edgy, but more so an extension of myself that can be expressed in a myriad of ways. After all, isn't that what fashion is supposed to be? A homage to artistic vision and cultural symbolism expressed in ways

that captivates people and invites curiosity. When I put on all-black clothes, and pair them with leather, be it a jacket, gloves, pants and boots — I feel as if I am dressed to take on the world and walk with a stride of strength. Expressing that this is who I am, this is what I'm made of, and I can't be stopped. Leather, like before, is a modern day armour for us warriors, those who are still fighting battles everyday. Standing out from all the rest while clad in black is the way to be seen and heard.

Words by Barjogarón Photography by Nathan Dumlao Image by Nayara Gorter Production by Marek Bartek

PERSONAL STORY

The Symbolism of Leather and All things Black

Leather's remarkable cultural significance across African and Black cultures throughout history, from ancient times to present day, is deeply rooted into the very fabric of African American society. As such, it serves as a symbol of strength, resilience, and cultural identity. In many traditional African societies, leather was deeply admired for its durability and versatility and was used to create a wide range of essential items, from clothing and footwear to shields and armour. Leather working was a highly respected craft, passed down through generations and is still admired and adored today. It is a staple to my culture and although it has become a fashion statement in the modern era, it still holds symbolic weight. Serving as a physical connection to our ancestral roots and symbolising the unbreakable spirit of Africans who endured unimaginable hardships, it has and always will be an integral part of our lives.

Symbolism in Fashion

I remember, when I, as a youngster, discovered a dominantly black political party who called themselves the Black Panthers, and how their unique stylistic expression, including the use of leather, was a central part of their now iconic aesthetic. Their adoption of leather as a powerful statement of defiance and self-determination was quite inspiring for me as a kid, which led me to take interest in that kind of wardrobe. Leather jackets, berets, black sunglasses, and other articles of black clothing became the very symbols of the party's fierce stance against oppression,

prejudice and other injustices committed against black people and fighting for civil rights and social justice. Wearing similar items of clothing, as they wore, was just as equally significant to me.

It was not just a fashion statement; it was a symbolic and powerful showcasing of a material that had long been connected with strength, power, and resistance. By wearing leather, I felt as if I could show my pride and challenge the dominant narratives that sought to

diminish and subjugate my people. Throughout my childhood I have seen the symbolic relevance of fashion and style in my culture. Leather being amongst them. Nothing is just clothing, it's an extension of our identity that lives and evolves with us. It has histories and stories that continue to resurface with every generation.

Reclaiming What Was Never Lost

A notable contemporary example is Beyoncé's embrace of southern cowboy style and the leather aesthetics that come with it. With her incorporation of elements from cowboy culture - which has been a condition to be associated with whiteness and masculinity in tradition - she is reclaiming these symbols of whiteness by associating them with Black femininity and empowerment.

And it is truly amazing that this is happening. It is both empowering and relevant, much like when the Black Panther party revived the significance and use of leather in their style. Acting as powerful

"Leather: a symbol of strength and cultural pride, from ancient African traditions to modern-day empowerment"

statements that blend African American heritage with the modern day aesthetics. Our 'modern day armour,' so to speak.

Leather, at least to me and in African/Black cultures extends far beyond just what's cute and stylish and aesthetically pleasing to the eye. It is a material with a unique history and the spirit of a people, my people, who have overcome many trials and tribulations. From the ancient African traditions, to the revolutionary aesthetics of the Black Panther Party, and Beyoncé showcasing and shining light of its cultural significance, amongst other things, leather has and always will serve as a powerful statement of strength, defiance, and cultural pride.

IN MY SUSTAINABLE ERA

River Cactus Jacket
by the brand Deadwood Studios

Pinatex Removable Sleeves
Motor Jacket by the designer
Francisco Felix

Xenia Jacket
by the brand
Angels Ambition

Canoo Reishi Jacket
by the brand
Deadwood Studios

Emy Black Vegan Leather Coat
by the brand Safiyaa

You might be wondering:
if animal leather is out, what's in?
Wonder no more, we got you!

Here is a crash course on
three leather alternatives you
might (or might not) want to keep
an eye out for.



Pineapple Express

Let's start with Pinatex, a leather alternative made from pineapple leaves. The base material is fully repurposed agricultural waste; by buying the byproducts of pineapple harvest, Pinatex offers local farming communities a chance to make an extra coin. Sounds great, right? Well not exactly... Although more sustainable than traditional leather, Pinatex is not biodegradable. Besides, it lacks heat resistance and elasticity, which limits its versatility. Nonetheless, it's one of the most accessible options for plant-based leather and exhibits potential to grow. Feeling sold? Pinatex made quite a few appearances in retail, so if pineapple sounds better than cow hides, you have a couple options - check out stores like Angels Ambition and NOTJUSTALABEL. Keep in mind that these jackets will cost you a pretty penny, but hey, anything can be an investment if you're brave enough.

Eat the rich Desserto

Up next - Desserto, a vegan leather made from cactus. It deserves a shoutout for the low-impact production that doesn't require excessive water usage or harmful chemicals. It also stands out with its durability and breathability. There is one big catch, though: she is very

expensive and aimed at a wealthy minority. This raises the question of whether it really has the potential to become a wide-spread leather substitute when it's already a luxury product?

That being said, it's not impossible to secure a jacket made with cactus leather. If the hefty price of twice the average student rent doesn't scare you much, take a look at jackets by Safiyaa. Or, for a slightly cheaper option, head to Deadwood Studios.

Good trip Mylo

Unlike its predecessors, Mylo doesn't derive from plants, but from mycelium mushrooms. Interestingly, Mylo's production process takes place in a laboratory powered by renewable energy, which naturally makes Mylo a more sustainable option than traditional leather. Unfortunately, it's not biodegradable - its durability relies on the use of microplastics.

A lack of investment prompted Mylo's owner to pause production back in 2023, so there isn't a label that sells mycelium-based products anymore. But! Deadwood Studios has previously produced and sold mushroom leather jackets. At this point it's sold out, but if you're super big on mycelium, you can try to catch it second hand. Or try saving up to invest in Mylo and revive it from its commercial death. Your chances of success are about as similar for both these options anyway.

Naturally, your options don't end here. There is a solid chance one quick search will bring you an abundance of vegan leather jackets. While you browse and prepare to choose whatever is cheapest, keep something in mind - vegan doesn't always equal sustainable. Our suggestion? Before you hit that buy button, get off your backside and do a little research. Check what it is that you're buying.

Or don't. We can't tell you what to do, right?

Words by Ottelien Devilee Image by Julian Cuny and Valerie Huizen with AI



UNCANNY Valley

*From pasture to catwalk
Calling all fash-un girlies! Brace yourselves
for a journey where time and traditions meet. Imagine a world where
the cow - the OG - and the product can be combined. A
special fashion narrative, with the fantasised thinking process of
AI. A story where funny haha and haute couture come
together in a stylish valley.*

Photography by Chanel Khuu Words by Ottelien Devilee

cow
grass



By embracing the timeless legacy of the leather jacket,
we remind ourselves to go out and enjoy life to the
fullest. As the cow (leather) returns to the meadows,
we invite you to stop scrolling and mingle outdoors.
It's time to disconnect to reconnect bestie <3

Elizabete:
White leather coat: Episode Jeans:
Unfortunately, probably a sweatshop

Uma: Yellow leather jacket: Time Machine Vintage
Grey skirt: Mama Loves You Black boots: Alanka
Barcelona Black leather jacket: Vintage Danier
Leather Red leather jacket: Zipper

Milou:
Brown leather jacket: Some cheap thrift store in The Hague
White blouse: Resign Store Black pencil skirt: Dearhunter
Heels: Pop18 Vintage Glasses: Specsavers

Ammy:
Orange leather jacket: Episode Orange sweater: Philip Lim
Plaid skirt: Peachy Den Green scarf: Thrifted

Mean:
White leather jacket: IJ Hallen Market First pair of shorts:
Polo Ralph Lauren Second pair of shorts: Vans Third pair of
shorts: A fast fashion store we shall not name Sneakers:
Resign Store Hat: Some random market in London



Sarah:
Poncho: Nice Lin **Skirt:** Vinted **Leg warmers:**
 Handmade knit **Shoes:** Doc Martens

Luka:
White t-shirt: GAP **Denim suit:** Anniek Huitenga
Cowboy boots: Sendra **Hat:** Peterbilt **Red bandana:**
 An oldie from a party shop

Rebecca:
Pink button down: Vintage GANT **Blue dress:** ASOS
Blue Skirt: Repros **Purple tights & white tights:**
 Gideon Italiaander **Heels:** Pura López

*Creative Direction: Chanel Khuu HMUA: Shanti Sewnath, Liz Chloë Ultee Production: Sofie Remmers, Fiona Frommelt, Quirijn Kandou
 Styling: Chanel Khuu, Ilaria Poloni, Marie-Claire De Graaf, Noa Westenburg, Sofie Remmers, Lilli Wickham
 Talent: Luka Boon, Rebecca Schwoch, Sarah Soeterbroek, Ammy Huiyng Trang Lê, Elizabeth Linda Sadauska, Milou Schreuder, Uma van Hinte*

Words by **Ottelien Devilee** and Illustration by **Pleun Schenkels**

But Why No Fur?

I grew up loving Sex and the City. The mini skirts, the glitters and the fur jackets. And while I also got my thoughts on fur, I couldn't help but wonder: if leather and fur are both basically animal skin, why is Big moving to Paris?

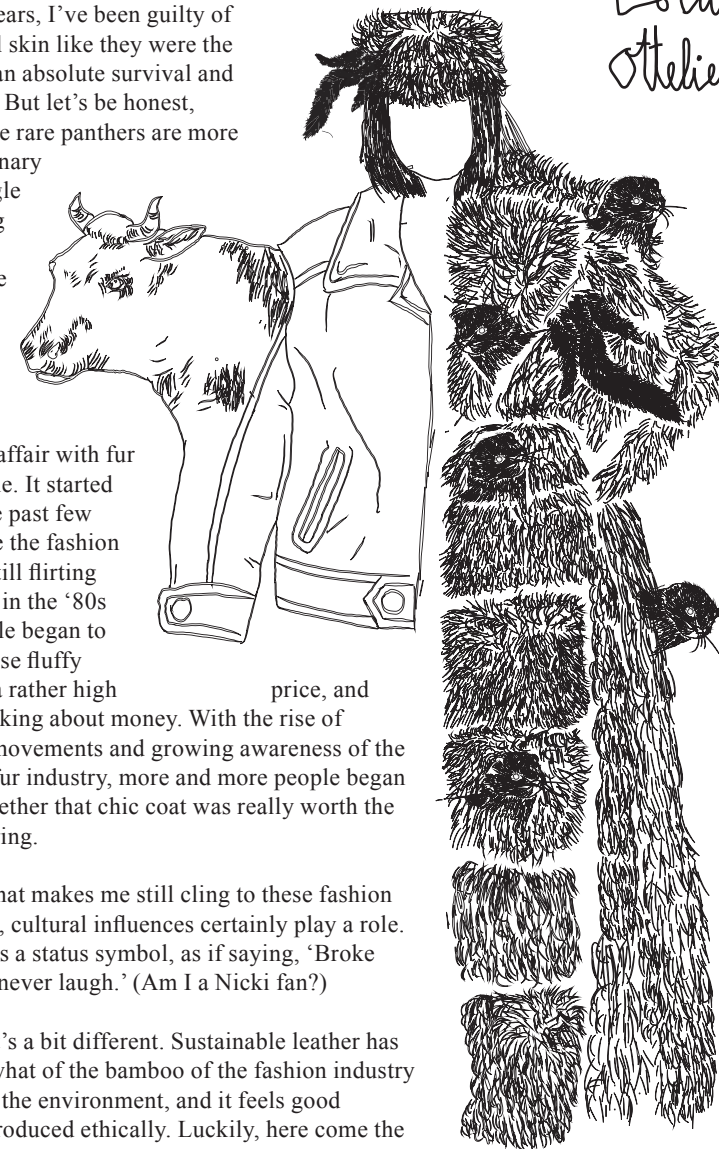
My relationship with leather and fur is like an ancient love story, unfolding on the evolutionary catwalk. For years, I've been guilty of treating animal skin like they were the latest iPhone, an absolute survival and style essential. But let's be honest, nowadays those rare panthers are more of an extraordinary find in the jungle than something you'd be surprised to see someone serving with on the streets.

The love-hate affair with fur is not only mine. It started to bloom in the past few decades. While the fashion industry was still flirting heavily with it in the '80s and '90s, people began to realize that those fluffy coats came at a rather high price, and I'm not just talking about money. With the rise of animal rights movements and growing awareness of the cruelty of the fur industry, more and more people began to question whether that chic coat was really worth the animals' suffering.

So, what is it that makes me still cling to these fashion faux pas? Well, cultural influences certainly play a role. For some, fur is a status symbol, as if saying, 'Broke people should never laugh.' (Am I a Nicki fan?)

With leather, it's a bit different. Sustainable leather has become somewhat of the bamboo of the fashion industry - it's better for the environment, and it feels good knowing it's produced ethically. Luckily, here come the

Column by
 Ottelien Devilee



heroes of modern times, our generation. We have more influence than we've thought. We're not just cool, but also seriously engaged in environmental and ethical issues. For me, wearing fur is as outdated as a Pacman game. I am not against leather if it's obtained sustainably and ethically. I just don't want a trendy accessory to come at the expense of animal welfare or the environment.

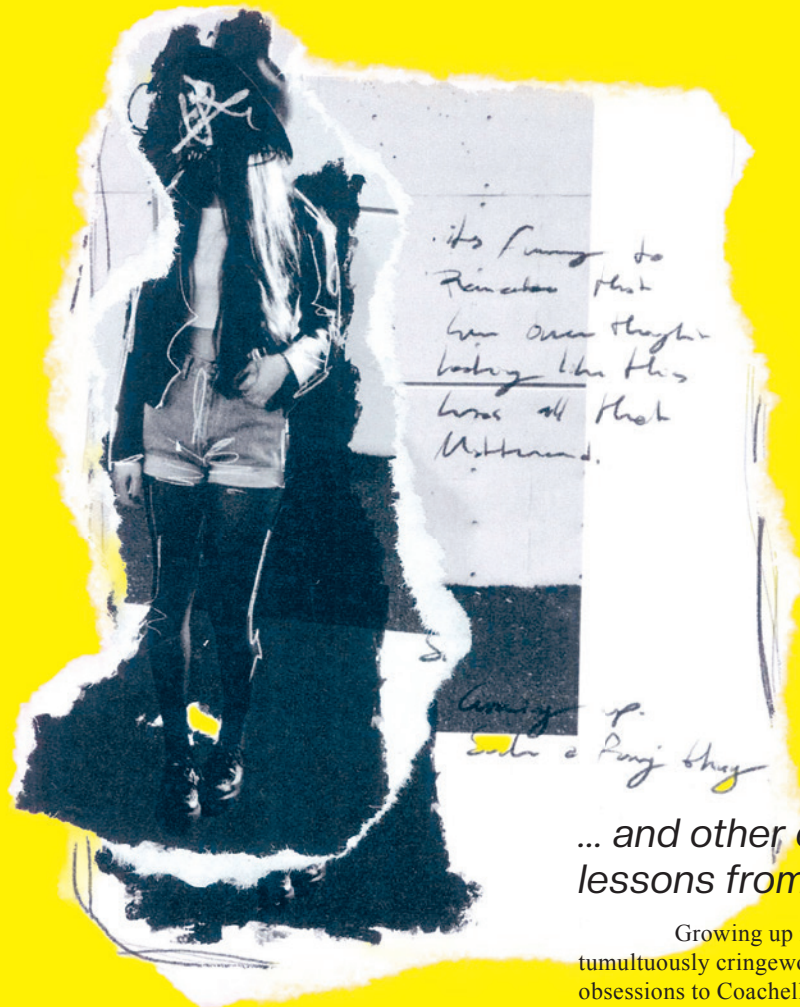
So, I'm raising a toast to me, to us and this generation, for making the world a bit more fashionable and animal friendly. As I'm dancing to a soundtrack of re-used beats and vintage vinyl records, I, as only a small person, am slowly but surely changing the fashion scene. <3

Obsessed OF A 2010s SHOPAHOLIC...

Words and Image by Lilli Wickham

PERSONAL STORY

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... and other embarrassing life lessons from a leather jacket

Growing up in this day and age, style evolutions are a tumultuously cringeworthy experience. From my Tumblr obsessions to Coachella dreams, the pursuit of authenticity was dominated by trying out digital personas amongst the ever-shifting trends. But through the lens of a steadfast leather jacket, I found a way through the struggle. To find genuine expression within fleeting identities.

Pre-Teen Experiments

In the seventh grade, I decided I was a ‘Tumblr girl’ (despite never creating a Tumblr account). I had just successfully convinced my parents that an iPod Touch was a necessity of life and changing my Instagram tag to @Tumblrgurldreamz was the commitment that sealed the deal. Countless late nights under blankets watching MyLifeAsEva’s Target hauls and bedroom tours on YouTube told me everything I needed to know. It didn’t matter that I lived in rural Canada and any resemblance to a Target was over 500 km away, I was obsessed.

Maybe I Should Have Listened to My Mother...

Cue the space leggings and tattoo chokers from Claire’s, because clearly I was the epitome of fashion sophistication. That is until Coachella popped off and the 2016 Boho-Hippie Core hit me like a truck. The next time we were in the city, I begged my Dad to drive me to Forever 21 to purchase a black felted fedora. Again, completely convinced I would dress like this for the rest of my life. I rethought the commitment that summer when I decided I would make my own “Coachella” at the local folk music festival my family and I went to every year. I tried to ignore that the crowd was made up of shirtless retirees day drinking in lawn chairs while some “once was” performed an off-key version of their hit from 1973. I found my delusions more believable with my ripped cut-off shorts, lace kimono, and John Lennon shades, arguing with my mother that I wear the black felted fedora to top it all off. Of course she was right. Black felted wool plus the heat of July equaled projectile vomiting in my family’s tent and a fleet of bike paramedics strapping me onto a stretcher. To the emergency room I went, IV in arm and a nasty diagnosis of severe heat stroke added to my chart. I proved that day that I would do anything for fashion.

And onward it went. From looking like a middle-aged secretary in the body of a 13-year-old, a 14 year old who thought listening to Twenty One Pilots made her a raging emo, to an awful rendition of Stevie Nicks at 15 after I left my ex-boyfriend in the dust and discovered that ‘The Chain’ by Fleetwood Mac was my new life anthem. I tried on more identities like a method actor at a costume party. None of them lasted long enough to stick. None of them feeling authentic. In reality, it was exhausting. I loved bits and pieces of all of these style escapades, but as soon as I discovered I

liked something else, I felt compelled to devote myself to that next fashion signature exclusively. Because, of course, if I were a 2010s Coachella Corporate Goth who also liked bell-bottoms, well, my 15-year-old mind was convinced, my brain would’ve simply exploded (and perhaps also my parents’). So I never strayed too far from more than one style at a time. Attempting more than one felt disorganised and messy. It had to be cohesive. And I lived with the pressure of cohesion for quite some time until my leather jacket caught my attention.

The Leather Jacket, an Antidote?

With every closet purge (and there were many!), that same leather jacket still hung in my closet. The single item of clothing that withstood the test of my seemingly endless identity escapades. I didn’t think of it much then, but that leather jacket was the only true representation of my authentic style. Remaining steadfast in a whirlwind of fleeting trends, it navigated my ever-shifting set of invisible rules I had enforced upon my fashion self.

“Boho-hippie
Core hit me
like a truck”

Looking back on my journey towards fashion authenticity, I realised I would only truly be complete if I embraced every box I had ever wanted to inhabit as a part of my holistic identity. Just like my leather jacket, I found comfort in the possibility that I could be many things all at once.

Authenticity isn’t confined to one predefined box; it’s a tapestry woven from the threads of our multifaceted selves. I’ve come to learn it is synonymous with honesty. It’s about embracing the messy, multidimensional corners of our identities without fear of judgement or constraint. In a world obsessed with labels and categories, the truest expression of self lies beyond these illogical boundaries. When you allow yourself to be perceived as multidimensional, possibly even ‘messy’, the ‘box’ no longer becomes a comfortable place. Maybe being Coachella goths with a penchant for bell-bottoms and Cottagecore enthusiasts in leather jackets is part of the glorious messiness of what it means to be human? And maybe our lessons and answers to what it really means to be authentic are the ones that have been hanging up in our closets this whole time.

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Image by *BINK* and *Sammy Hoever* Words by *Julian Cuny* and *Quirijn Kandou*

Imperfect Beauty

Blurring the lines between hide and bytes, designer Sammy Hoever (25) incorporates her Surinamese-Dutch heritage into inspiring and inclusive content. In contradiction to physical designs, her digital leather jackets don't aim for perfection, showcasing the beauty in imperfection.

Julian Cuny in conversation with Sammy Hoever

What is your drive?

Lately, I'm getting a bit upset about the fashion industry. I think it's very sad and a little shallow, now that I'm getting older I feel like I don't want to be a part of this fashion industry.

Have you always been into digital fashion? I've been an all-round creative person since I was young. But woodworking was something I often did as a kid, as well as things with clay and stuff like that. Next to that I took drawing and painting classes and loved creativity as a whole.

Do you think digital fashion will have a place in the future, and what will this look like? It's a hard question. I do think it has, but I don't know what it's going to look like. It might be just digital clothes with filters, and honestly, I'm not a big fan of that. It's cute, I know a lot of 3D designers that do that, but it's not really my cup of tea. I personally want to go more into creative direction, so I hope I can make digital fashion campaigns, or digital campaigns in general. Those would be more sustainable.

Leather jackets have a rich history and identity, how do you represent that through digital fashion? I just love leather, I think leather is such a pure and beautiful fabric. Also very sustainable, you

can wear it for a long time. It was very nice to recreate real-looking leather, all leather is authentic and different, it has these marks, scratches or scars, and I really wanted to recreate that in the digital world.

Do you see a future where a combination of digital and analogue can come to life for you? I hope I can create footage where parts of the digital world and real human beings can be one. Also in my work, I love to do a physical shoot with people and photoshop 3D garments over their bodies, as they are wearing them.

Do you see digital clothing trends overlapping with the needs of social media? Honestly, not really. I do see that people on social media constantly want to wear new things, which isn't sustainable. I think that digital work can make it more responsible and make it better for the planet.

How do fabrics like leather react differently in digital compared to physical? When you work with physical garments, you want everything to look perfect. But in the digital world, my main goal is not to make it look flawless, but to make it look real. Leather is not flawless at all, this is why I love it so much. So then for me, it's how I can make this digital hide

"Digital can make fashion more responsible"

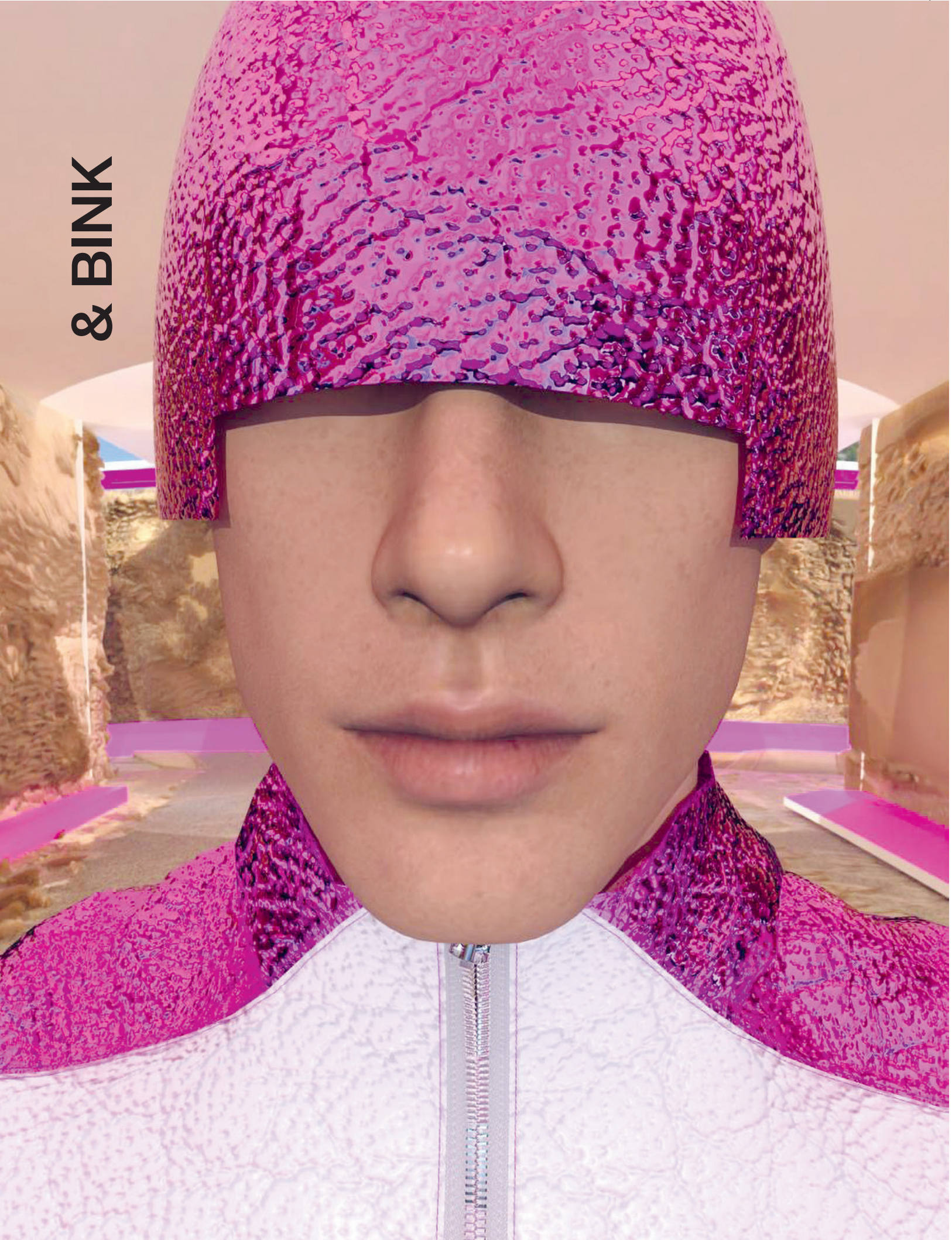
look like the real thing. How can I recreate these scratches, tiny spots and holes that hide also has.

How do you recreate these fabrics so close to the real thing? There is this program called 'Substance Painter'. You can really paint and create all these things like marks, scars and holes, you name it. I also photoshop this. It's not only with leather but also with human skins. When I render a model, I recreate veins, scars and even bruises, because real skin also has that.

You can follow Sammy's and see more of her work on her Instagram; @sammyhoever.



SAMMY HOEVER



& BINK

A QUEER Fantasy

In Dutch, Bink translates to “tough guy”. Which is quite ironic with them being non-binary and quite a femme individual. As a digital artist and designer, they portray stories about gender, their lived experiences, and stories based on their surroundings in combination with fantasy. A Queer fantasy.

Quirijn in conversation with Bink

In your artistry you tend to gravitate towards a subject that has an ‘icon status’ in modern culture. For example the “I Love... t-shirt” or the leather jacket. How come those subjects intrigue you? I love taking things out of the context they were created in, to evolve them into something else. I feel like this is something that also happened to me in a way.

Gravitating towards subjects with an ‘icon status’, is camp. And I looooooveee camp. This movement is very referential in its essence and very queer at the same time. It tells a story of something that people can often relate to, but it’s taken out of the context it was created in to often make it more bold and queer.

Why does showcasing your personal identity and creating an online/digital persona help define the type of person you become? Because representation matters.

Ever since openly identifying as a queer non-binary person I try to look for people who could represent me in a way. However, it has not been easy to find the representation I was looking for. A lot of queer history has been erased and many queer people did not make it past my age, and I am only 22. That moves me. Not only in an emotional way but also as inspiration to live my life visibly and unapologetically.

“Rebellion is the purest form of self expression”

The leather jacket has often been seen as a symbol of rebellion. What does rebellion look like for you? Rebellion to me looks like the purest form of self-expression. In my opinion, this is drag. Drag to me, especially from the era before the internet, is very inspiring. It is inherently political but also a celebration of life. In this pre internet era of drag there were no guides as to how to become a drag artist. Rebellion does not always have to be this expressive, but its visibility is often a necessity.

How do you feel like the creation of digital art shapes you as a person? Some people label this fantasy as a form of escapism but to me it can also serve as a form of inspiration that could or should become reality. Digital art however is a very broad concept, so it is hard to answer this question and taking into account all these different elements.

What does your future look like? Honestly, based on the state of the world right now the perspective is not very

bright. However, I remain optimistic. I think that optimism is a necessity, since it is something that moves and inspires people. In more specific terms my future looks very colourful. Not necessarily in terms of actual colour but more so in terms of self-expression. A beautiful queer reality.

You can follow BINK and see more of their work on their Instagram; @mediumicedlattehaver.

See more of the work by both Sammy Hoever and Bink on www.garmentmagazine.com!

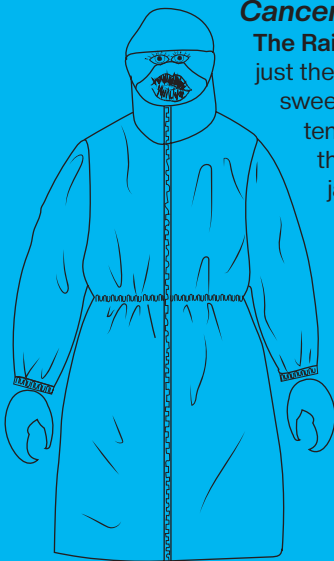
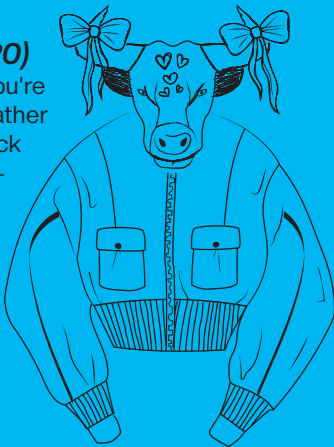


Answers

Words by Jade Philippi Illustrations by Nina Thornton

Wondering what kind of leather jacket you'd be, based on your zodiac sign? Wait no longer! Here are all the answers you need. And a free reality check, you're so welcome!

Taurus (Apr. 20 - May 20)
The Bomber Jacket: You're trying to be a classic leather jacket, but you're just a black bomber jacket with a leather-like coating. Looks similar, but the effort isn't there. Your friends never see you because you'd rather stay home and take a nap.

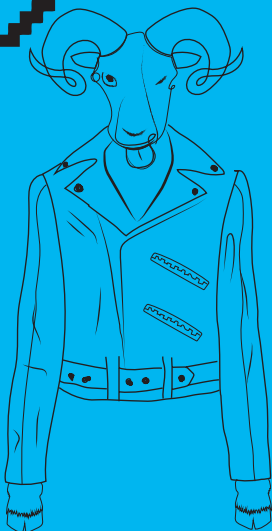


Cancer (Jun. 21 - Jul. 22)
The Rain Jacket: Is it tears or just the fucking rain? You're a sweetheart, but your emotions tend to get the best of you. I think you could use a rain jacket, so your tears won't ruin your outfit.



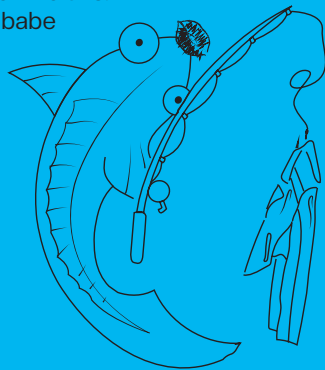
Leo (Jul. 23 - Aug. 22)
The Studded Jacket: People know everything about you because you post your entire life online, not because they're 'obsessed' with you. You love being in the spotlight, so you get a sparkly, studded leather jacket. It's just as extra as you!

Aries (Mar. 21 - Apr. 19)
The Biker Jacket: Much like the biker jacket, you seem bold and intimidating, but in reality, you're scared to tell the waiter they got your order wrong. The biker jacket helps you look like a born-leader, but we both know you would rather follow the herd.

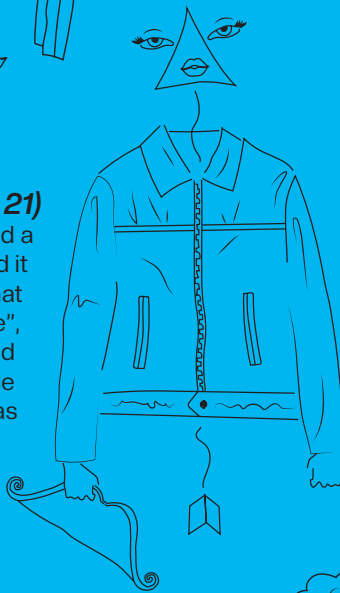


Gemini (May 21 - Jun. 20)
The Reversible Jacket: You can't make up your mind. You just have to have the best of both worlds. Sometimes you need to take a stand and make a choice. I know you have trouble with that, so you get a reversible jacket. Good luck with choosing which side to wear!

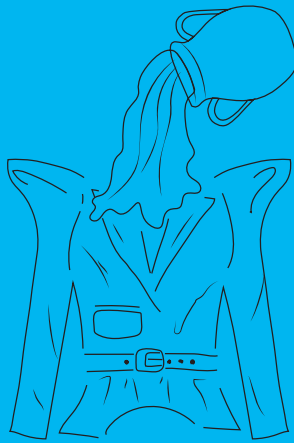
Pisces (Feb. 19 - Mar. 20)
No Jacket: Since you're just sooo imaginative and sooo creative, you can think of your own kind of leather jacket. The one I'd give you probably doesn't fit the dreamy image you have of yourself, so it's easier like this. Good luck babe x.



Sagittarius (Nov. 22 - Dec. 21)
The Suede Jacket: You visited a foreign country ONCE and turned it into your personality. We know that you miss your "second home", you've posted about it a thousand times. You get a 'rough', suede 'leather' jacket, which is just as phony as the 'inspiring' quotes you post on Instagram.

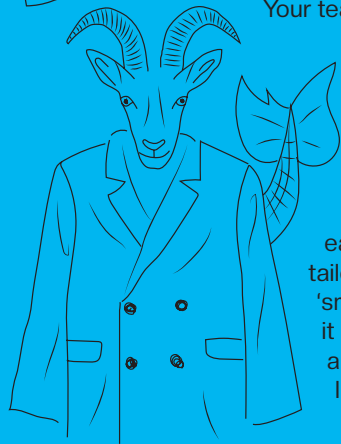


Virgo (Aug. 23 - Sep. 22)
The Field Jacket: You know you don't have to solve world hunger and work three jobs at the same time, right? To make your life easier, I'm giving you a leather field jacket. You can pretend to be cool, but you'll still have your anti-anxiety meds, first-aid kit, and everything else with you at all times.



Aquarius (Jan. 20 - Feb. 18)
The Avant-Garde Jacket: To quote Jughead from Riverdale: 'You're weird, you're a weirdo. You don't... fit in and you don't want to fit in!'. You have every complex in the book. You get a weird jacket, which we'll call 'Avant-Garde' so it doesn't hurt your ego.

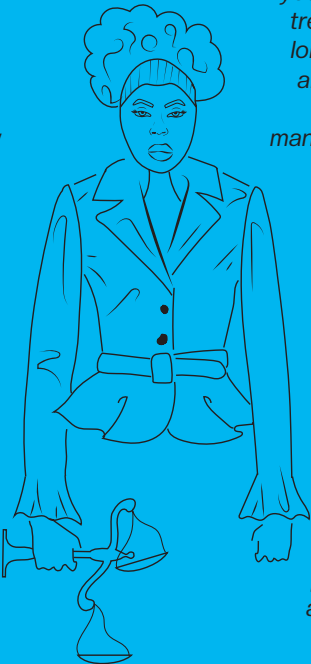
Capricorn (Dec. 22- Jan. 19)
The Tailored Blazer Jacket: Your teachers used to tell you that you were their favourite. You excelled in academics at age 14, so now you're burned out. Because you don't want to admit that you peaked early, you wear a leather tailored blazer to look 'smart'. Unfortunately, it makes you look like a millennial. A for effort... I guess?

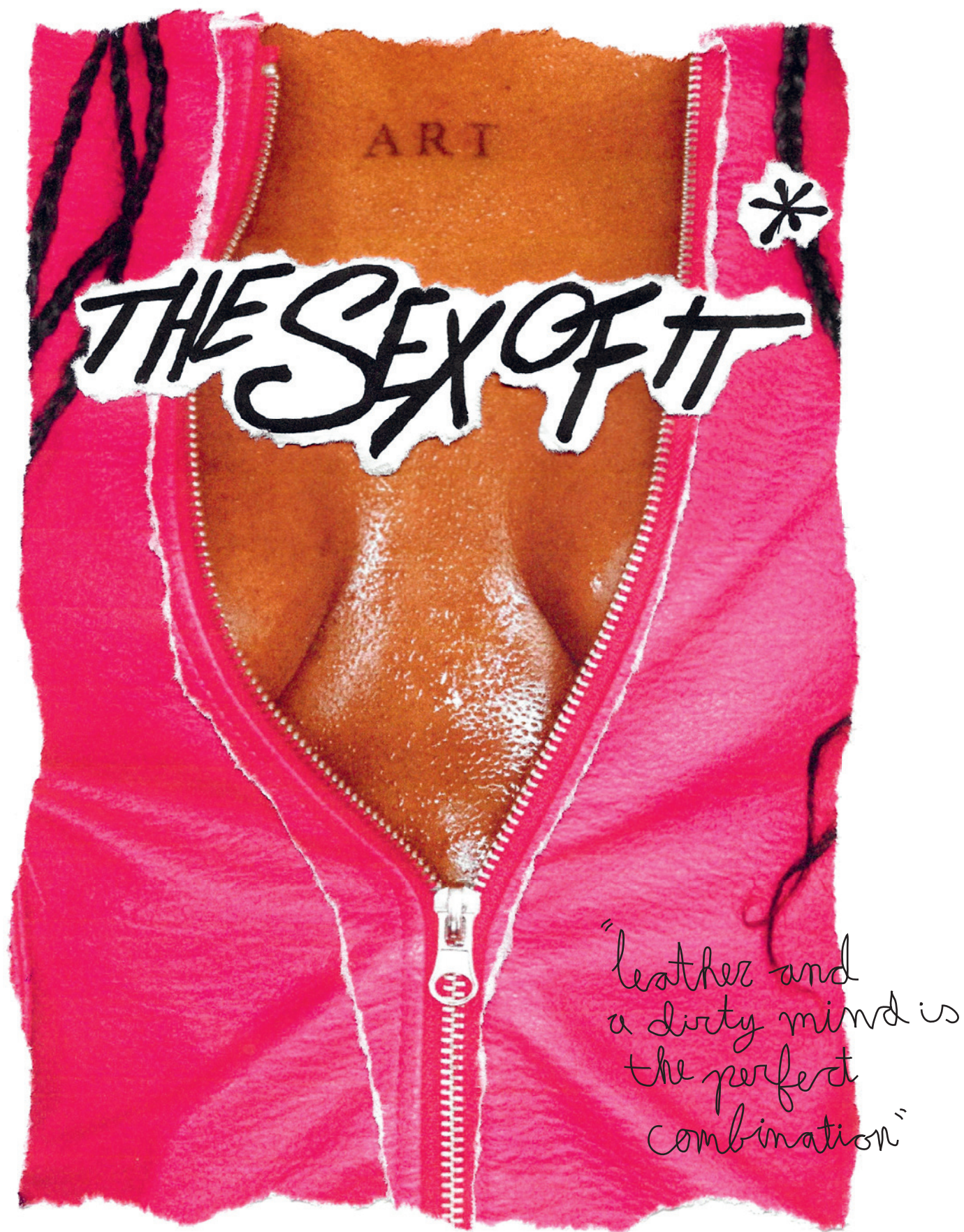


Scorpio (Oct. 23 - Nov. 21)
The Trench Jacket: You want to be mysterious, but you can't keep your mouth shut about anything. To feed your delusions, you get a trench jacket. It's not as long and mysterious as an actual trench coat, but you'll probably manipulate someone into thinking it is.



Libra (Sep. 23 - Oct. 22)
The Peplum Jacket: It's one thing to serve cunt, it's another to be one. You think it's your way or the highway, but unfortunately for you, that is not the case. I'm giving you a peplum leather jacket, a jacket that looks just as pretentious as you do.





Words by **Ottelien Devilee** Photography by **Jade Philippi, Chanel Khuu**

Leather seduces, anytime, anywhere. From cinematic fantasies to real life, together with sexologist Marieke de Graaf, we unravel how the leather jacket made its name as an icon of sensuality.

'Leather is often associated with sensuality and seduction. It's like it has its own fan club, with people drooling over its unique texture. Leather seems to have the power to greatly increase our libido. Not just based on the feel of the material, but also based on its visual appearance,' Marieke says.

'As sexy as leather may be', explains Marieke, 'there are of course limits in regards to provocation. These will occur more in private than you show them to the outside world. Even though a leather fetish is nothing to be ashamed of! While leather may be an integral part of our daily wardrobe, let's not overdo it. We should keep in mind that leather is not lingerie, although you wouldn't think so when you look at some people.'

BDSM P*WER

To the question of why leather is so popular all over the world, Marieke explains that she finds leather to be the James Bond among materials. It's versatile, has a rich history and is somehow connected to all kinds of wild subcultures and adventures. She emphasises that the appeal of leather is due to its adaptability and rich history. It has long been a popular functional material for clothing, accessories and other products. This goes back to ancient cultures, to army applications and extends to subcultures through time. Leather, either in the shape of jackets or other items, acquired symbolic meanings that affirm ideas related to freedom, adventure and identity, but in some communities, like the BDSM one, it's also a powerful symbol of sultriness, sex and power play. Marieke explains how leather, due to its texture, scent and status, or its 'tough vibe',

can stimulate the senses, awaken primal instincts, intensify intimate moments and create connections between people by matching each other's desires.

The adoption of leather by certain communities, does not only link the material to sexual explorations, but also to the sense of community and identity. Exploring and learning is a big part of finding and, above all, embracing yourself. It teaches you to love yourself and the people around you with a shared experience. Leather is inextricably linked to this. Marieke adds that she sees this in her daughters and finds it wonderful to see how hard this generation is searching for themselves and that communities, but also clothing, has a major contribution to this.

From badass to boudoir

With the leather jacket turned into a mainstream product, its status has been affected and now the question is: does it still have the same allure and mystique? 'Although its original symbolism is most likely fading', Marieke explains 'the jacket still radiates rebelliousness, toughness and freedom, which can certainly ignite extra fireworks in the bedroom. Wearing leather can definitely influence our libido,' says Marieke with a grin. Let's be honest, clothes play a big role in our lives, even in the bedroom. It's like a super powerful tool that allows us to express our individual sexuality and explore our wildest fantasies. Clothing can really stimulate the senses, arouse desire and increase the tension between partners.

So, leather is not just a material to cover our bodies with. Through time it has been used to support the exploration and expression of our deepest desires and our personal identity. Is leather the way you feel sexiest? Wear it and wear it with pride!', Marieke adds, with a wink.

Read more juicy stories on www.garmentmagazine.com

Skincare

We spend so many hours making sure our faces don't turn out old and wrinkly by the time we're 30, so why should our jackets not deserve the same treatment?

Tackle Stains with Finesse

Shit happens, and so do stains. But you need to calm down. Use a leather-specific cleaner or mild soap to gently spot-clean. Test it in a hidden spot first and be gentle—don't rub too hard to avoid making a mess. Blot gently and watch the stains disappear like your relationship after a date.

Guard from Sun and Heat

Your leather jacket craves attention (who doesn't?), but like your skin, it dislikes the sun's rays. SPF the shit out of it and protect it from heat to prevent ageing. Store it in a cool, dry place away from sunlight and heat sources, avoiding leaving it in a hot car. In this way, your jacket will serve for years to come.

Protection from the Elements

We live in Amsterdam, so we know damn well what it means to go out in your best outfit and have it completely soaked after a surprise downpour.

Waterproofing your leather jacket is like giving it a raincoat, but less condom-shaped. Just avoid any grease or wax unless you want your jacket to smell funky and look straight out of some weird 70s revival festival.

Polish - Sparingly

Even your jacket needs a glow up every now and then. Just apply a small amount of polish on a dry cloth and gently rub it as if you were giving it a massage. Be cautious as excessive polish can discolour and clog pores. And polishing suede or using shoe polish are a big no-go.

Store with Care

After a long day, treat your jacket royally. Hang it on a padded hanger in a well-ventilated closet, ditch plastic garment bags for tissue paper. Let it breathe overnight, and it will be ready to slay another day.

Condition Condition Condition

Like thirteen year old kids at Sephora smear their faces with moisturiser to avoid looking like old people, we need to do the same with our jackets. Leather conditioner restores natural oils, keeping it soft and preventing cracking. Apply sparingly to avoid clogging pores. When the jacket stiffens, it's time to reapply. Opt for pure oils like mink or neatsfoot, avoiding synthetic alternatives. After all, you wouldn't slather St. Ives bargain bin cleanser on your face, would you?



How do you want me served? Rare, well done, or
turned into your favourite jacket?

Ruben:
Leather pants: Episode
Leather Jacket: Waterlooplein Market

Julius:
Vest: Stole it from my nanny
Leather skirt: Episode
Cowboy boots: Kentucky's Western



Liz:
Red tights: Calzedonia
Leather Jacket: Grandpa Piet
Cowboy boots: Episode
Balaclava: Knitted by hand

Sarah:
Green thighs: Old party box
Leather Jacket: Grandma Tonny
Balaclava: Knitted by hand



Liz:
Green lights: Old party box
Leather jacket: Episode
Balaclava: Handmade Jana Setro



Liz:
Red tights: Calzedonia
Leather Lacket: Episode
Sneakers: Asics Onitsuka Tiger
Glasses: Episode

Ruben:
Denim shorts: skater boy from skatepark
Leather tacket: Found at a farm Cowboy boots: Kentucky's Western
Julius:
Denim shorts: Weekday Leather skirt: Episode
Cowboy boots: Kentucky's Western



Ruben:
Leather pants:
Episode
Leather jacket:
Episode
Cowboy boots:
Kentucky's Western

Creative Direction by Rick Snijders HMUA Liz Chloë Ultee Styling by Rick Snijders Talent Sarah Soeterbroek, Liz Chloë Ultee, Ruben Diekema, Julius Endendijk



Image by Fiona Frommelt with AI

Words by Nice Lin Photography by Lieve Monette Couwenhoven

THE LANGUAGE OF SKIN

Question for the culture: what do tattoos and leather have in common? And why are age-old traditions and generations so pressed about them?



*Leather jacket, Leather skirt and
Leather belt: The Makeover Factory*

The tattooed skin

Body tattoos, known as ‘bodysuits’ in Japan, first appeared around 1700 as a sign of wealth for middle-class people who were not allowed to wear extravagant clothing. During the Edo period (1603-1868), tattoos transitioned into punishment for criminals, and were later banned by the government in the late nineteenth century. Despite modern social and fashion trends, these modifications and piercings are still discouraged due to a widely held cultural belief passed down by older generations. They are viewed with distrust and as a connection with the Yakuza. As a result, people face discrimination, particularly in public settings, or in gyms and public bathhouses, where bans are enforced to avoid potential conflicts.

While the taboo surrounding tattoos in Japan and most of Asia is still on the conservative side, the controversy has been shifting. Younger generations, influenced by global trends and increased exposure to Western culture, are challenging the tradition. Generation Z is embracing tattoos as a means of self-expression, leading to the growing acceptance and the emergence of a tattoo culture in Japan. Talented artists are gaining recognition both locally and internationally as businesses and establishments become more tolerant of tattoos. For the past six years, I’ve kept my own tattoos hidden from my Chinese grandmother, with no plans to reveal them anytime soon (hope she’s not reading this). However, I take comfort in knowing that my immigrant parents don’t mind me having tattoos, as they themselves have “altered” their bodies with body art regardless of their religious beliefs and norms. In contrast to the taboo, Tā moko tattoos, traditional among the

Māori people of New Zealand (Aotearoa), symbolises identity, ancestry, and cultural heritage. These are made with chisels or needles and feature intricate patterns that represent life achievements and tribal affiliations. Each tā moko is significant in Māori culture and represents unique cosmological beliefs. While it may be stigmatised or even forbidden in some countries, it is celebrated in others, emphasising the importance of understanding and respecting diverse cultural practices and beliefs.

The leather skin

Traditionally worn by military members, police officers, and workers, the leather jacket, during the 1950s, began being associated with motorcycle gangs such as the Hells Angels. This connection with outlaw culture influenced its perception, converting it from a respected uniform, to a symbol of crime, fear, and lower class. Marlon Brando’s portrayal of biker Johnny Strabler in the 1953 film ‘The Wild One’ made this Garment great again (pun obviously intended). His black leather jacket, embellished with studs and zippers, intrigued audiences around the world and became a fashionable symbol of rebellion. Other Hollywood stars followed: even though some heroes were true outcasts (Peter Fonda in Easy Rider 1969 or Mel Gibson in Mad Max 1979), more often the heroes appealed to wider audiences. John Travolta (Grease 1978), Tom Cruise (Top Gun 1986) and Patrick Swayze (Dirty Dancing 1987) made the jacket less intimidating and more inviting to... well... basically everybody. Nowadays, whether worn by subcultures or by individuals seeking for a trending or casual look, it has overcome its rebellious roots and gained timeless cultural status.

De-humanising animal skin?

Renaming an original concept changes the meaning of its existence, reducing connection and empathy. I have a question for all the omnivores (boo) reading. Have you ever wondered why we call it human flesh and not human meat? Ham is pork, which is pig flesh, and beef is cow flesh,

but what about other animals? We don’t mind saying chicken breast, fish, lobster, and crab. We have little in common with these animals, so we just call them what they are. However, when it is seen how animal flesh is produced, there is less of a chance of consumption because a conceptual attachment develops during the preparation process. As a result, we call it the leather jacket instead of the jacket-made-from-the-skin-of-a-dead-pig.

Merging skins

From status, to taboo, to trend. I ask myself: does its significant meaning disappear when something becomes a trend? Both tattoo and leather industries are driven by consumerism and the desire to stand out, which frequently leads to impulsive choices. Balancing tradition and innovation, we introduce a new layer in the skin, flesh and tattoo discourse, offering a blank canvas to explore our own take on self-expression.

The vinted leather jacket on this page was tattooed by Aidan Storm Hartmann. You can read the interview we had with him on www.garmentmagazine.com

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Behind the Garment

Sustainability

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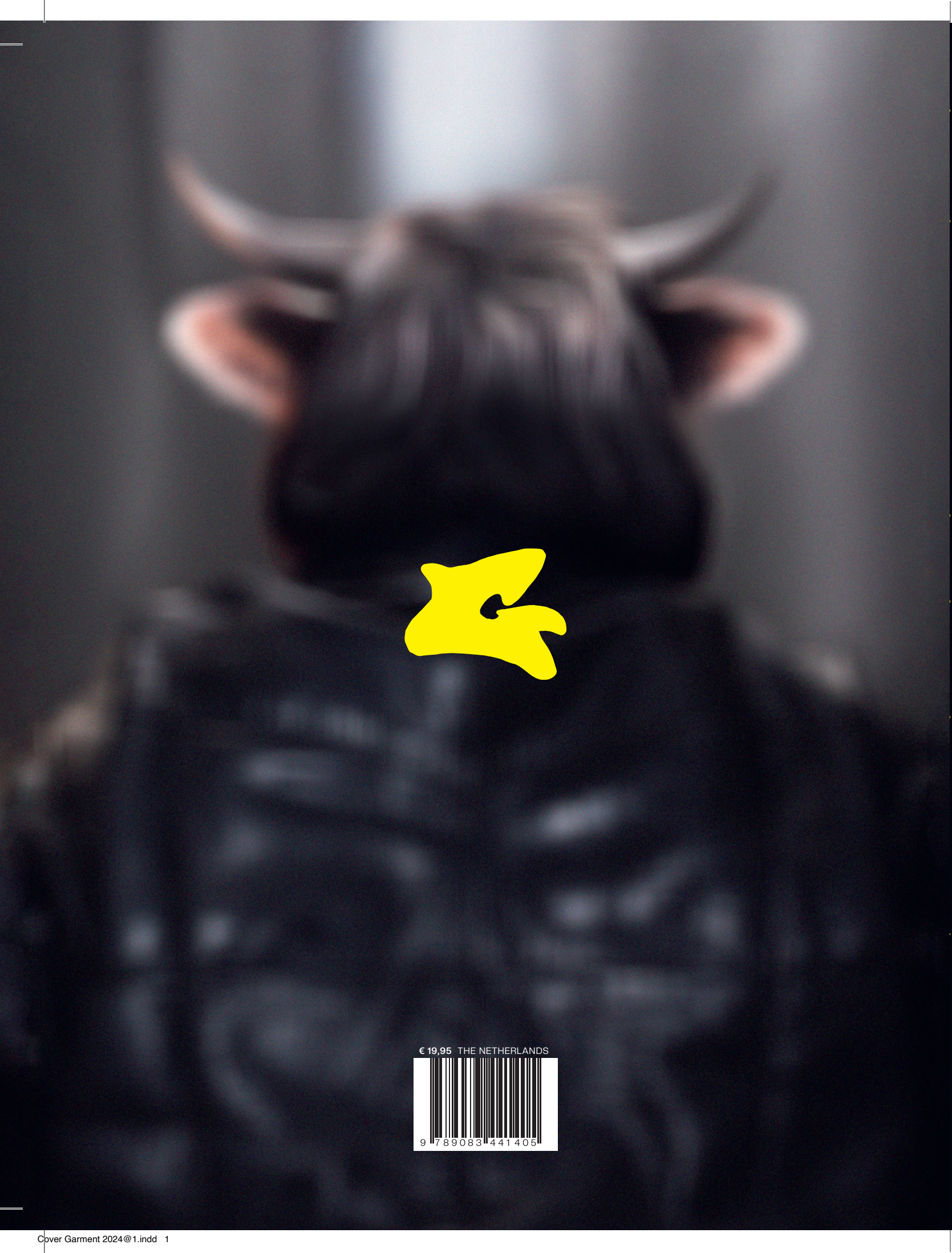
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