



Atoms & Coast

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**Showcasing the endless possibilities of fashion, sustainability and social enterprise
What story do you tell through the clothing you wear?**



Kuan Chen created her clothing brand Story Wear as an unconventional way to deconstruct fashion down to its purest form, then build it back up through inspiration and meaning. Reflecting on the negative impact the fashion industry has had on our oceans (20% of ocean pollution), the brand aims to spread awareness and bring solutions using conscious fashion techniques.

It takes time to create something so poetic out of another's waste. Every product is one of a kind, hand made from hundreds of donated, and upcycled jeans. The jackets, coats, and hoodies take an astonishing 24-36 hours. Each pair is sorted, washed, dried, trimmed and cut. Then they can be used again and sewn together into new pieces of clothing. Every donated item is different, making the use of machines redundant. Though a long process, this technique saves 20,000 litres of water wasted during cotton dying, per pair of jeans reused.

Story Wear 2021 incorporates elements from Director Chi's photographs into their designs. Abstract forms of hilltops scarred by mining, oyster farming, and positive human action present themselves through intricate denim design and experimental patches, juxtaposed by classic plaid patterns.

Chen describes it as fate when she came across the museum honoring Chi Po-lin, a famous Taiwanese filmmaker. He was widely known for his aerial footage of Taiwan, and bestselling documentary highlighting the country's exceptional beauty, as well as the

environmental damages caused by human activity. This was the biggest inspiration for the establishment of Story Wear and its newest collection.

"To symbolise the damages done to Taiwan's mountains and coasts, we adopted a destroyed and distressed look for large parts of our collection, primarily by hand ripping some of the fabric and creating a montage of different colours and textures... they represent the individual expressions of their makers", Kuan Chen.

Meet the Makers: Story Wear has given work to over 20 underemployed women found in the Taipei community, who come from various disadvantaged backgrounds. Most of them have suffered from domestic violence, been unable to find work due to their age, or struggle taking care of severely disabled children. The ability to provide a safe and healthy environment for these brave women was one of the earliest and most important decisions Chen made as a start-up.



Story Wear is taking matters into their own hands, working to clean up the 70,000 tons of clothing waste sitting in Taiwan, one jacket at a time.



Director Chi died in a plane crash in the Hualien Mountains while he was working on the film making. In the director's eyes, Taiwan has most magnificent scenery as such small island as it is. However, he also saw the fragmented and devastated land of Taiwan. He sometimes filming the pictures with sorrow. The image is part of sadness moment he has due to the environment damaging (Image: Asia Cement Corporation, has been mined in Taroko Mountain, Hualien

Taiwan for more than 40 years. The mining rights were originally due to expire at the end of year 2017. However, the Ministry of Economic Affairs approved the continued legal mining of Asian Cement for another 20 years.)

Report about Director Chi: <https://www.youtube.com/watch?v=U4GHfE6pRAY>

Boilerplate

About Story Wear | UPCYCLE WITH SOCIAL IMPACT

Story Wear is a fashion brand that stands for our societal values by insisting on making all products from waste, breaking free from conventional industry norms and timetables, and working with skilled makers from disadvantaged backgrounds. Story Wear wants to inspire the rest of the world, little by little, into believing that it is never too late for change, and that the world can always strive to be a better place.

Story Wear has been award in Asia Pacific Social Innovation Partnership, in the category of Biosphere Sustainability. As well as, finalist Better Business Award for Social enterprises category from British Chamber of commerce in Taipei. Finally, we are delighted to have secured a Designer Profile at this year's London Fashion Week to promote Taiwanese sustainability to the world.

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