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Take a walk with Mimi Elashiry inside the Nobody Denim Melbourne factory and laundry

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WORDS Mia Steiber PHOTOGRAPHY Lara Cooper PUBLISHED Mon, 29 Mar 2021 - 3:00 pm



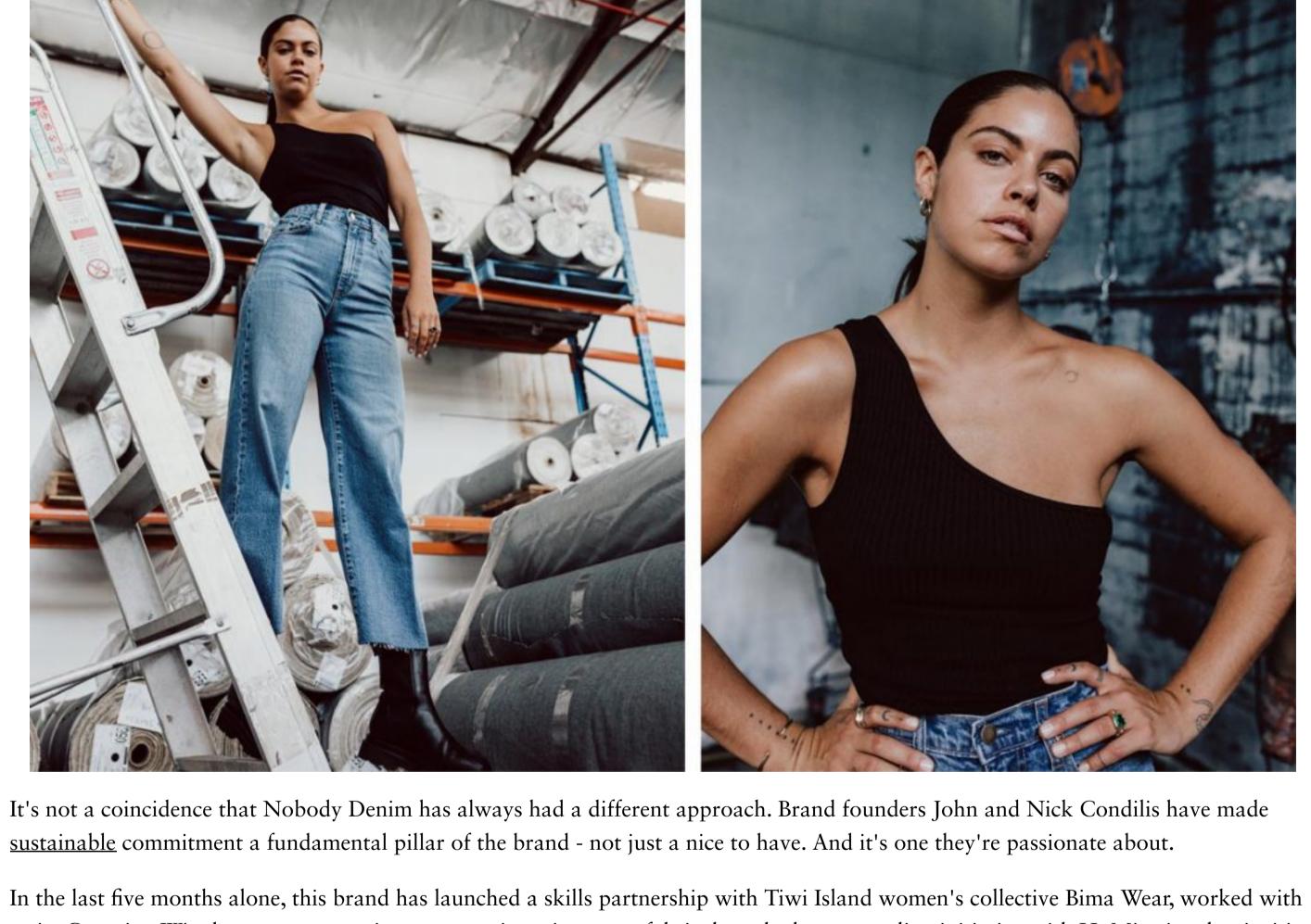
But have you ever stopped to think about how our much-loved jeans are made? The importance of understanding the impact of every

In partnership with Nobody Denim

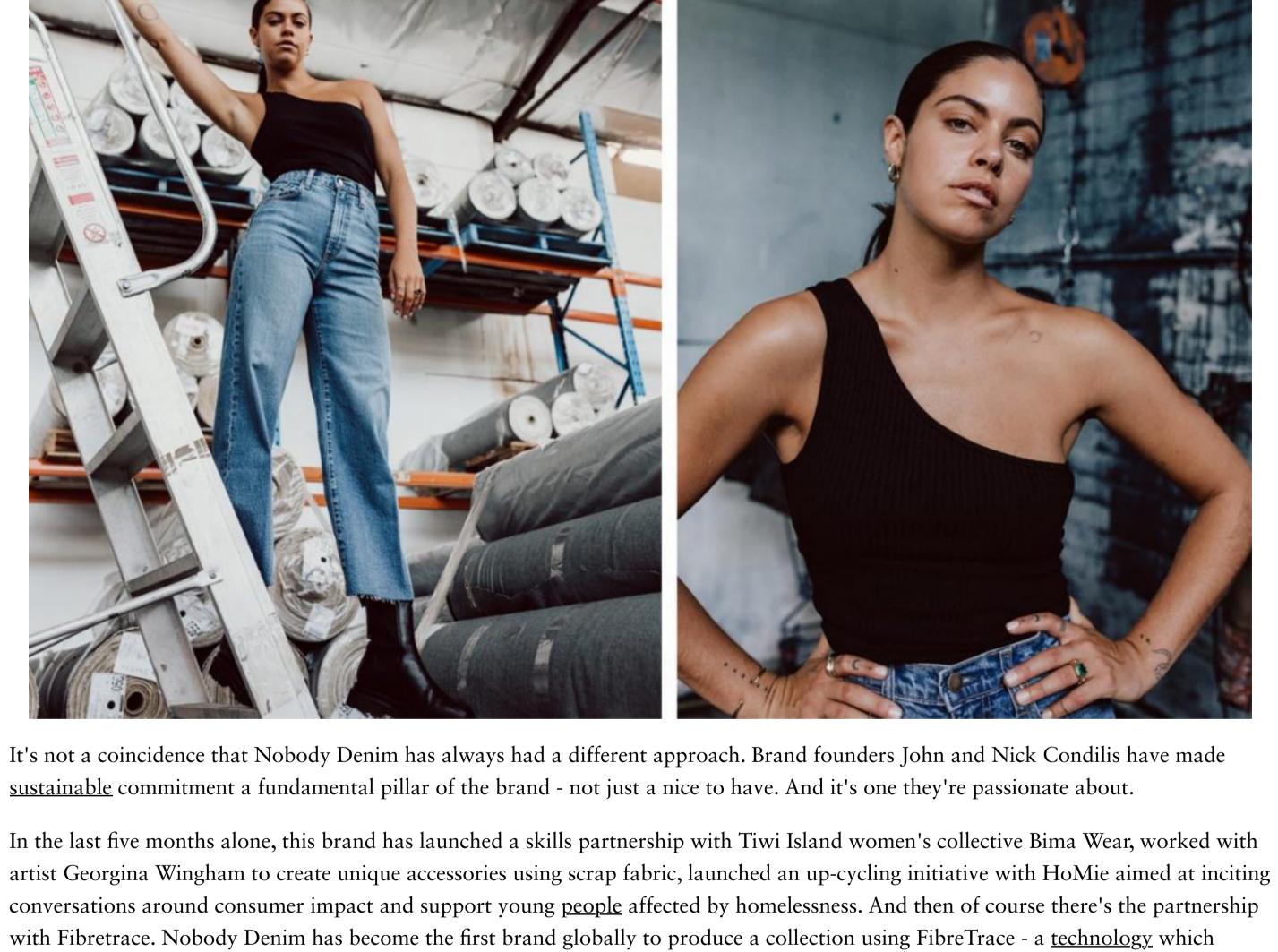
single thing we buy and exactly how it's made cannot be overstated. Our threatened planet it at risk and making considered choices will be crucial to its survival.

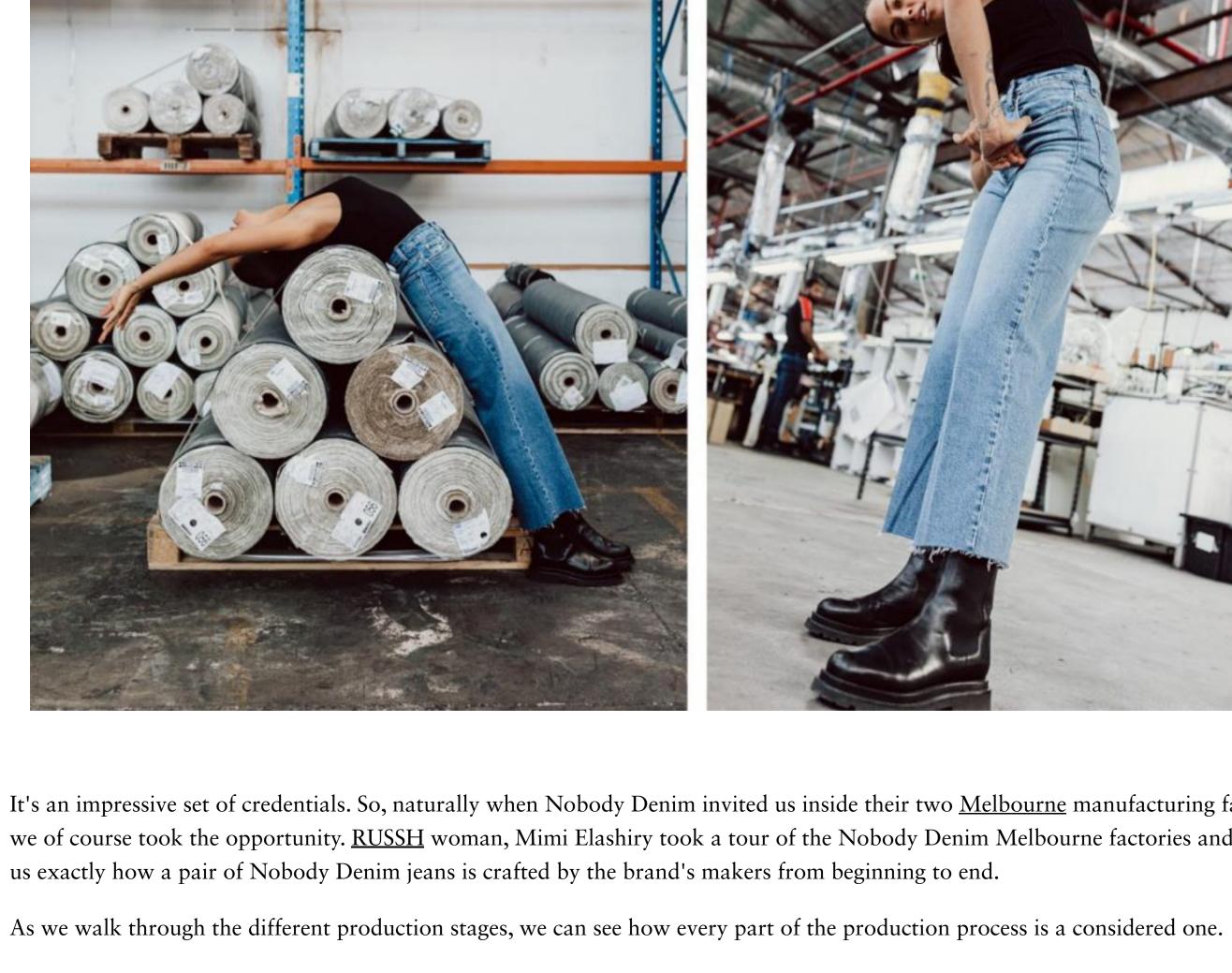
Australians love denim. We wear it with just about everything, and to every occasion.

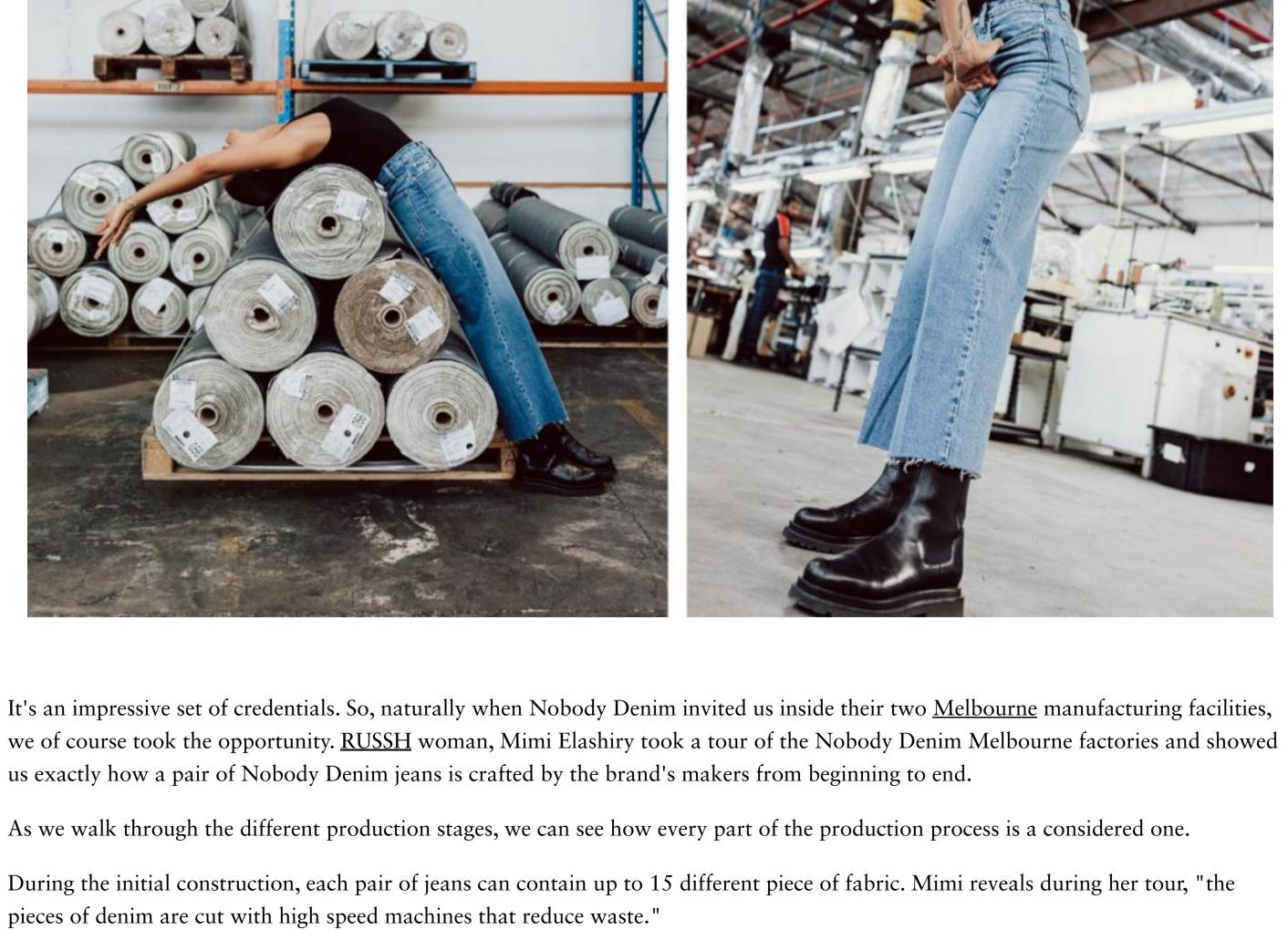
Homegrown Nobody <u>Denim</u> has always had our planet in mind. Born and still largely manufactured locally, in Melbourne, its a brand that understand's fashion's impact on the environment. I bought my first pair of black Nobody Denim skinny jeans in 2009 and I remember then how rare it was to find a pair of jeans with all paper tags - no plastic - that were made in Australia.



allows us to trace the history of the garment from seed right through to store.

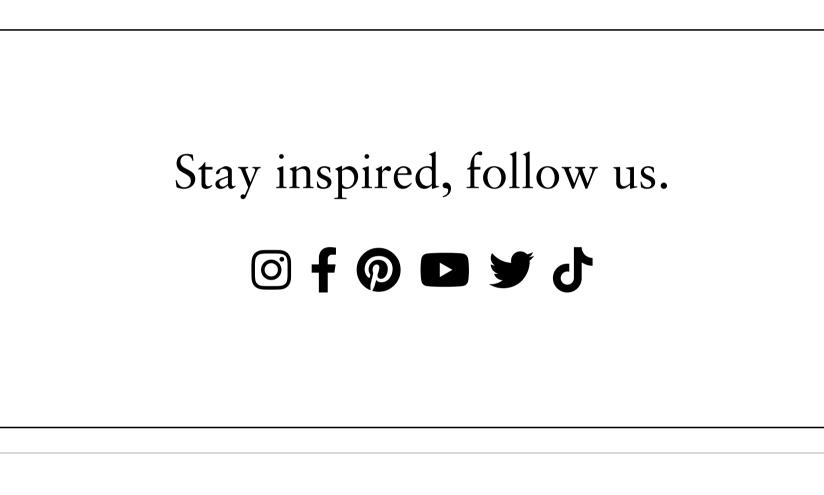








Take a walk with Mimi Elashiry inside the Nobody ...



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Photography: Lara Cooper

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A tribute to Keanu Reeves, lover of

good jackets and motorbikes, 90s style

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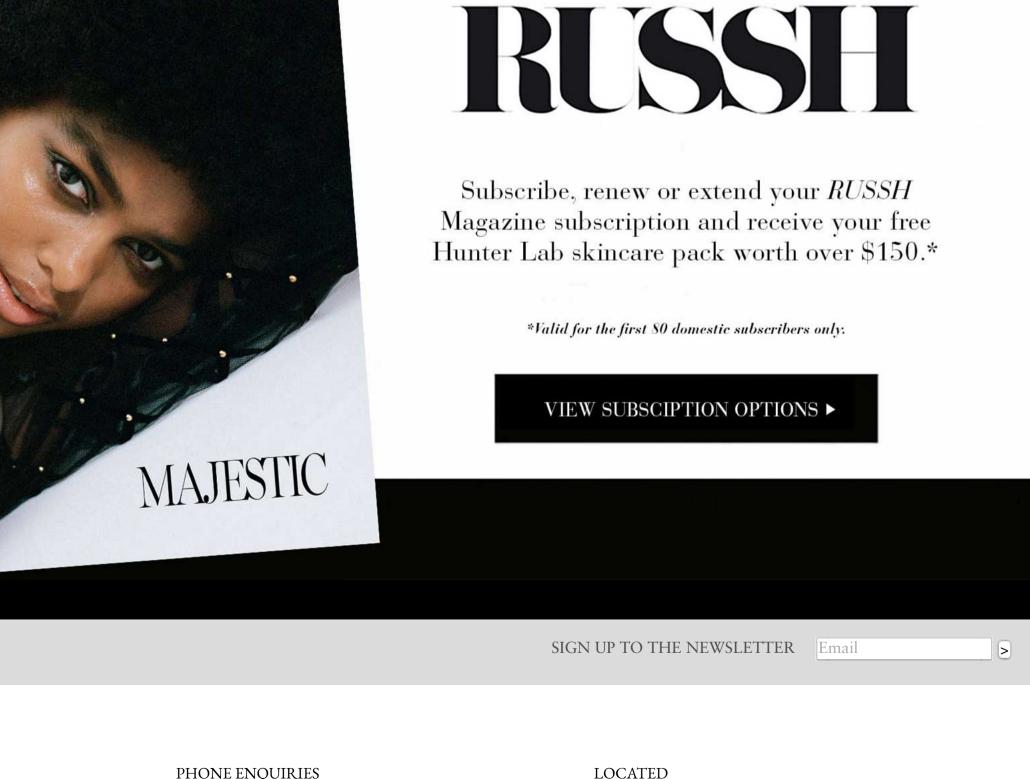
We pay tribute to Keanu Reeves' semi-bad-boy style of the 90s tousled hair, rosy cheeks and all.

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The Brooklyn Style Challenge by Maeve Reilly is here.



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