

Emerald

CANNABIS LIFESTYLE

**Designers
Who Appreciate
Cannabis**

**Behind the Scenes
at NYFW: KORTO
MOMOLU'S Canna-
Collaboration with
Women Grow**

**Our September
Editors' Picks
SKINCARE
IS IN VOGUE**

**ASTER FARMS CEO
JULIA JACOBSON
Brings Fashion
Industry Savviness
to the Cannabis Sector**

**THE
FASHION
LIFESTYLE
ISSUE**

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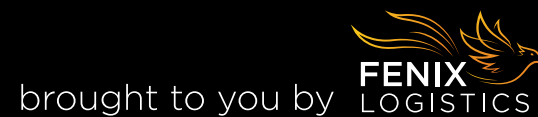
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In this Issue



Cover Photo: Christopher Guerra

Cannabis was always fashionable, no matter what the powers-that-be at Vogue have to say about it. Engage with weed on a stylish level this month, for in just a few short years, the stigma should fully resolve. You need to know what's on the horizon, and we went to all ends of the nation to find it.

**Danielle Guercio,
Editor-at-Large**

THE FASHION
LIFESTYLE ISSUE



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Next Month:

The Cancer Issue

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From the Publisher

THEEMERALDMAGAZINE.COM
Christina Elizabeth de Giovanni
Editor@TheEmeraldMagazine.com



Dear Reader,
Fashion is much more than a trend. It's a language that emerges across cultures. While many of us fashion a good strain of cannabis, when the two collide, magic happens.

From the long history of cannabis textiles to the corporate world of couture, this herb has played an important role in the creativity and inspiration of many designers such as Korto Momolu. The fashion designer and stylist extraordinaire of *Project Runway's* season five showcased her cannabis inspired runway line during New York City's Fashion Week.

Our cover story this month profiles Julia Jacobson, former NYC corporate buyer, and now a full-time boss babe out on the hill at Aster Farms in Lake County, CA.

To all you fashionistas out there promoting high fashion, we dedicate this issue to you. May you roll many joints upon this cover!

From the long history of cannabis textiles to the corporate world of couture, this herb has played an important role in the creativity and inspiration of many designers..



Christina Elizabeth de Giovanni
Publisher

EMERALD MAGAZINE 6

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CANNABIS LIFESTYLE

THE FASHION LIFESTYLE ISSUE



NMRKT TO FARMER'S MARKET: JULIA JACOBSON OF ASTER FARMS

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THE FASHION LIFESTYLE ISSUE

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Editors' Picks



EDITOR-AT-LARGE
Danielle Guercio



Paradiso Gardens Sativa
This citrusy sativa is as dreamy as it's California-branded charm.

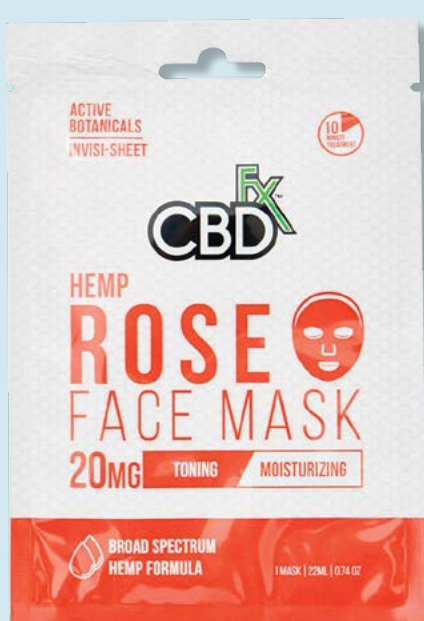


CBD FX Face Mask

I love these for late summer heat waves. Rose and lavender are my faves—and they're great for the skin all by themselves.

Rad Ritual Foxy Locksy

This scalp topical is rosemary filled, CBD spiked, and encourages as many hairs to sprout as possible.



Editors' Picks



PUBLISHER
Christina de Giovanni



CSI: Humboldt SpeakEasy Seed Bank
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My Bud Vase
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THE FASHION LIFESTYLE ISSUE

Cannabis *has Always* **BEEEN IN** **FASHION**

LEGALIZATION HAS BROADENED THE APPEAL OF THE MAGIC LEAF AS A FASHION MOTIF, BEYOND THE SIMPLE T-SHIRT AND INTO HIGH FASHION.

BY RIMA GREER

CANNABIS TEXTILES HAVE A LONG HISTORY. Hemp is believed to be one of the oldest domesticated crops, with hemp cultivation being practiced in most agrarian cultures as early as 12,000 years ago. The fiber was originally used for rope and netting, and when finely processed, for cloth. Common as fashions in China as early as 5,000 years ago, hemp shrouds have even been found in Egyptian tombs dating back to the Roman Empire.

In the U.S., many of the New World's settlers grew hemp—especially those living on plantations, including Jamestown, as far back as the 17th century. The plant was used to make rope, oil, and in the 19th century, as medicine. It wasn't until 1937 with the passage of the Marijuana Tax Act that cannabis plants (and all their variations) became illegal to cultivate in the U.S.



CANNABIS LIFESTYLE

H

Hemp fiber behaves a lot like linen when properly processed, and makes absolutely beautiful fabrics, both woven and knitted. It's often blended with organic cotton for softness, but hemp, whether pure or blended, has a distinctive look and feel; slightly glossy in a pure hemp weave, or slightly nubby in a knit.

Until very recently, it was illegal to grow hemp for any purpose in the U.S., so just the act of wearing it was both a fashion and a lifestyle statement, albeit subtle; a way for fellow cannabis fans to recognize each other, almost like a fashion-secret-handshake.

Hemp fabric can be found in modern high fashion as early as the 1940s, but it was rare, and not widely publicized. By the 1970s, however, hemp became a symbol of counterculture, with just about every hippie worthy of their protest sign sporting a hemp macramé belt.

In the 1980s, when President Clinton still felt obliged to say that he "didn't inhale," cannabis fashion was mostly seen in the music scene, with rappers especially becoming politically active on behalf of the leaf. While the 1980s and 1990s fashion industry was embracing oversized shoulder pads for women, and the suit-and-tie menswear of Oliver Stone's Gordon Gekko, the rap community was agitating for legalization, but without much penetration into the fashion industry.

Now that 11 U.S. states have legalized recreational pot, and 33 have legalized it for medical use, cannabis fashion is coming



PHOTOS: SOLSTICEINTIMATES.COM



"I AM NOTICING MORE COMPANIES DOING TECHNIQUES LIKE BEADING, EMBROIDERY, ETC. BECAUSE THERE IS A WIDER AUDIENCE THAT IS WILLING TO ACCEPT AND PROUDLY DISPLAY THEIR LOVE OF THE LEAF."—N. MADDON

CONSUMERS ARE WILLING TO SPEND UP TO 20% MORE FOR ECO-FRIENDLY PRODUCTS. — CBINSIGHTS

out of the closet, going mainstream, and is being embraced by celebrities not usually associated with cannabis activism.

Miley Cyrus appeared on stage during her 2014 concert tour wearing a beaded and sequined pot-leaf leotard, and a giant gold pot-leaf pendant. Margot Robbie performed on Saturday Night Live wearing a reverse appliqué pot leaf satin skirt by Alexander Wang. Mostly recently, Kim Kardashian West made headlines with her CBD themed baby shower in April 2019. The guest list included Paris Hilton, Chrissy Teigen and more celebs.

Not only are celebs taking notice, top designers are too; many are coming out with their own pot-inspired collections. Adam Tschorn, deputy fashion editor of *The Los Angeles Times* picked up on the trend, spotting cannabis fashion in high-end stores like Barneys New York, which features the Green Rush collection by Sundae School partner Dae Lim, and a special edition diamond and emerald necklace by uber-luxury brand Bulgari, which is priced at nearly \$264,000.

Tschorn writes, "When it comes to luxury apparel brands tapping

into the growing popularity of pot, there hasn't been much movement beyond the enthusiastic embrace of the marijuana-leaf motif."

Pot in fashion is seemingly everywhere, especially in Humboldt County, California—the cannabis capital of the nation—even before statewide, adult-use legalization. Custom Crops jackets at Humboldt Clothing Company are much more than a silk-screened image on a stock jacket. They're "Humboldt-

casual" —i.e. jeans, tees, and hoodies—inside and out, with leaf fabric as the base, not an afterthought. Belle Star, a downtown Eureka, California women's clothing boutique, carries high-end designs, including crew and knee-socks styled with the ever-present leaf, or a diagram of the chemical composition of THC (an Emerald Triangle favorite).

The *Emerald* spoke with Natalie Maddon of Solstice Intimates in Arizona about how cannabis themed fashion has influenced

Eureka Fabrics welcomes willing customers to join the DIY generation, just as local artist Kaira Loving has done here. The first outfit Loving created as a new sewist last year—a matching crop-top and skirt in an all-over leaf pattern—makes a definite cannabis lifestyle statement.



PHOTO COURTESY OF RIMA GREER

11 U.S. STATES HAVE LEGALIZED RECREATIONAL POT, AND 33 HAVE LEGALIZED MEDICINAL, BRINGING CANNABIS FASHION OUT OF THE CLOSET.

her business over the past few years. The company added leaf print designs to their line of underwear, camisoles, bodysuits, and leggings.

"We started doing cannabis themed designs two years ago with an embossed velvet process. I was not too sure how well our customers would react to it so we did not promote it heavily, we just kind of slipped it in the product page," Maddon explains. "There was a huge response to it and requests for more. So we added some cotton prints and a few other styles and they have remained some of our best sellers."

Maddon shares her vision for the future, telling us, "The stigma has been removed and cannabis supporters no longer feel like they have to hide it, they can now proudly wear it on their clothing and be much more open," she adds.

"I am noticing more companies doing techniques like beading, embroidery, etc. because there is a wider audience that is willing to accept and proudly display their love of the leaf," Maddon says.

Cannabis enthusiasts are especially reliable customers in that niche market, which is why we can expect just about every major company to incorporate cannabis into their lines.

CBInsights reports that consumers are "willing to spend up to 20% more for eco-friendly products," citing the fashion industry as one of 23 industries seizing a share of a \$32 billion worldwide cannabis market.

For the foreseeable future, we can expect the cannabis fashion market to continue growing, both in the U.S. and throughout the world, as legalization sweeps across most industrialized nations. ■

R

RIMA GREER IS AN AUTHOR, COLUMNIST, AND OWNER OF EUREKA FABRICS
www.eurekafabrics.com

EVENTS

Outside Lands, August 2019, Golden Gate Park, San Francisco, California

Photos: Christopher Guerra

The Cookies' Shop



Moxie Concentrates' old town "Gas Station."

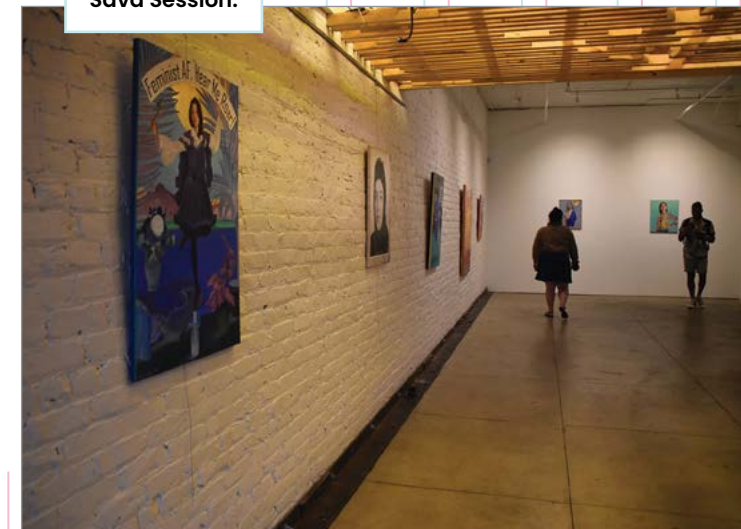


Sava Session, August 2019, San Francisco, California

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Art on view at Sava Session.



Proposition cocktails at Sava Session.



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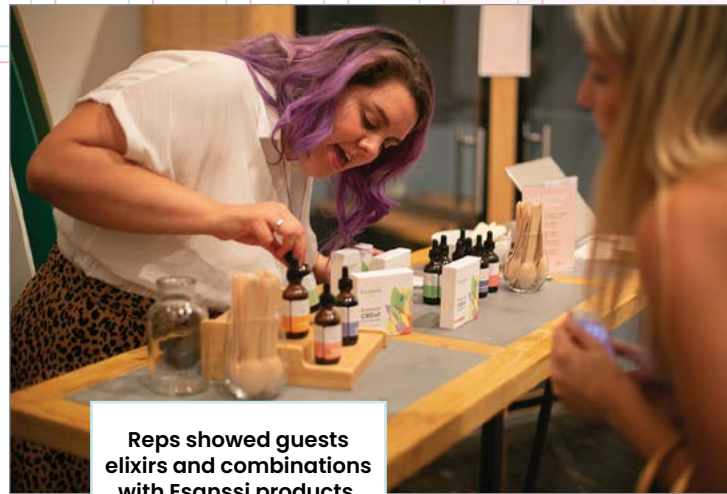


Of course good conversations were had.

EVENTS

Sip n' Chill with Esanssi on August 22 in New York City

Photos: Jonathan Gabriel Charles @jgcphotography



Reps showed guests elixirs and combinations with Esanssi products.

BY DANIELLE GUERCIO
PHOTOS: VIRGINIA STROH

Cannabis culture and fashion are in what many have called "bad taste" for years, but who is in charge of this consensus?

*Maya Shaw:
Trendsetting
Authenticity
in Cannabis
Aesthetics*



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Women's beauty and fashion magazines were notoriously slow to embrace cannabis not only for its practical and medical uses, but also for its style, owed to reputation that many naively label as outdated or unfashionable. Beauty podcast *Fat Mascara* even went so far as to describe a weed manicure with the Wintour-esque, *Devil Wears Prada* quip “not chic” in a 2015 episode.



IT'S THIS ATTITUDE THAT IS HARDEST FOR cannabis lifestyle enthusiasts to break down—and it props up a brutal status quo that they may know little about—owed to privilege. Oftentimes it's the fans and readers of these figures who end up more than clueless about the benefits of the plant outside trendy and oft-covered CBD. For the people who have not only believed in the cannabis plant, but who have stuck by tie-dye, hippie fonts, and the OG cannabis aesthetic until it's inevitable and current revival, this is a time of both pride and annoyance. These styles of clothing and cannabis accessories have been associated with a male customer, male band member, male bong holder, or otherwise, for the most part, but never with the stylish or cutting edge woman, until now.

Keeping bong— and weed culture—chic is one of Maya Shaw's specialties. As the owner of Shaw Shop, she crafts space for women, femmes, and non-binary people to enjoy cannabis art and culture judgement-free, but also hopefully criminal justice system free.

Shaw tells the *Emerald* that women—particularly women of color—are the real leaders in this industry, “While stats are showing that women in leadership roles in the industry are dwindling, I believe that more women are creating their own businesses, platforms and communities so that they can see themselves represented in the space on their own terms.”

Small businesses have often been the domain of the marginalized—and the culture creators—while bigger firms full of cisgender white men sweep in the capital. Shaw is not alone in calling out this cannabis money grab as it leaves vital contributors unacknowledged.

“The corporate cannabis world has some work to do: we need more women CEOs, directors, and creatives in those conference rooms!” Shaw adds. “If you look around your table and you only have women or people of color to fulfill a quota, you're doing it wrong.”

Creative expression is one realm in which women in cannabis are shining. Shaw's curation is shepherding other visionaries into the space, and to the eyeballs of eager customers.

“I have room to express myself because I've created the room for myself and hoped people would be into it. I created my business because I saw something missing that felt authentic to me—and maybe someone else,” she explains. Having the confidence to know your vision is shared by others is one of a true innovator.

Shaw continues, “When we create to create and not to capitalize or bandwagon, people can feel that. I am grateful to have attracted

the right partners into my circle who are open, creative and trailblazing.”

Shaw's aesthetic is distinctly '60s and '70s flavored, and it not only pays homage to some of the most visible stoners in history, it's got a personal connection.

She considers this a product of her upbringing by parents who were denizens of this formative era in weed history. “Along with their friends, they instilled a lot of '70s culture in me and my brothers,” she explains.

“One of my favorite albums from childhood is *Perfect Angel* by Minnie Ripperton. It's an album that I listened to every time I sat down to work on the creative collateral for Shaw,” she says. “This album really made me recognize the power of music. I also found inspiration in the stories and photos from my parents' younger years where you can feel the push and pull of the shifts that came



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“I just want these brands, especially the ones that have more money, to hire the people they are inspired by. Instead of putting someone on your mood board, hire them to be in the same room as you are to create the mood board,” —M. Shaw

Shibori is one form of tie-dye that originated in the 8th century in Japan and Indonesia.

While tie-dye shirts tend to come back in style every few years, they really peaked during the 1980s.

In the U.S., tie-dyeing first rose to popularity in the period known as the Roaring '20s.

—The Adair Group

with the hippie/revolutionary movements of the time.”

She tells the *Emerald*, “The main objective in the shop’s curation is to highlight Womxn and LGBTQIA+ folk, because providing a platform for those artists is my number one [priority],” especially through making space for their creations and products.

Shaw makes no bones about her fight to be seen completely, not conditionally, in cannabis. “When I hear and see gender based discrimination I call it out,” she says. “It’s frustrating to be both the person that experiences the discrimination and the person that fights against it, but [it’s still] early in the industry—it’s a part of the progress.”

The Shaw Shop aesthetic—floral heavy, generously tie-dyed—is a rare, unique spin on the not-so-novel stoner staple look.

“I don’t think people even realize the culture behind tie-dye, many of the techniques come from Japan,” she says.

She explains how it’s all deeper than the “Deadhead” look, “The ultimate background behind tie-dye is that it’s such a meditative process and there are so many different types of dyeing processes,” she says. “From shibori, to daminigashi—where people literally meditate or get high before they do the dyeing technique.”

Shaw’s devotion to the dreamy look is trendsetting in the cannabis industry, and there is a fine line between people appreciating her work and being culture vultures. It’s landed her many followers in the close-knit cannabis scene; but there should also be gigs and partnerships—not just serving as inspiration for the mass market.

“I just want these brands, especially the ones that have more money, to hire the people they are inspired by. Instead of putting someone on your mood board, hire them to be in the same room as you are to create the mood board,” Shaw says. ■



NMRKT
to Farmer's Market:
JULIA JACOBSON
of ASTER FARMS

BY DANIELLE GUERCIO
PHOTOS: CHRISTOPHER GUERRA

Aster Farms CEO
Julia Jacobson

CEO and co-founder of Aster Farms, Julia Jacobson, is more than another cannabis industry transplant. Her background lies 3,000 miles away from the Northern California farm she cultivates, in the cutthroat world of fashion and the punishing paved blocks of New York City.

SETTING NEW TRENDS IN A completely different universe altogether, Jacobson and the Aster Farms team are slated to contribute to cannabis consumer education in a major way.

Aster Farms was established in 2016 in the Upper Lake region of Lake County, California. It is situated on 80 acres, and overlooks a beautiful valley of oaks, chaparral and grasslands speckled with olive orchards. With southern-facing orientation, the hill tops receive unobstructed sunlight and light winds, which add to the property's unique terroir.

The farm is rising from the ashes of one of California's largest wildfires, The Mendocino Complex Fire, which claimed several structures, a beloved cat (Harry), hundreds of plants, and wiped out some of the property's popular strains.

Now, the Aster Farms teams is focused on building a strong, sustainable brand, backed by decades of combined entrepreneurial experience in fields including business and fashion.

The backbone of Aster Farms was created through a strong work ethic that Jacobson and president of Aster Farms/husband, Sam Ludwig, honed by going hard in New York's creative scene; her as an entrepreneur and him as a producer.

Jacobson's NMRKT was an online platform launched in 2010 that enabled blogs and magazines to launch niche ecommerce storefronts. Using affiliate marketing to connect audiences to products that they actually could see themselves wearing, NMRKT helped foster a more authentic proto-influencer culture that was brewing at the time. The company was acquired by XO Group in 2016, and the technology is still being used by The Knot today.

This connection now seems so natural—but back then, we were largely Instagram-less and our digital lives were spread through multiple social media platforms—so NMRKT was quite ahead of its time by creating this type of advertising capability.

Jacobson tells the *Emerald*, "I was a buyer at Bloomingdales previously, and so I really intimately understood some of the problems in the supply chain, and how those dots were not connecting between what was in the market."

This meant that getting the products that bloggers were wearing and promoting into waiting customer hands was not a smooth process. But carving out her own spot in the fashion world meant countless meetings, hours, and self determination.

"I think it all comes down to just being passionate about something, and investors really resonate with that. It was tough, though, running a company and raising money is really [rough]," Jacobson says. "It was five and a half years of non-stop work, blood, sweat, and tears."

Branding is still new in the cannabis industry, but in fashion it is quite literally everything. Quality, creativity, or origin is what sometimes distinguishes one product from another—however, it is marketing that cultivates the audience for these individual products.

Jacobson says this is a founding principal of brand development in both sectors, "Whether you're selling cannabis, or clothes, or handbags, understanding who your consumer is and building a product for your consumer is super important," she explains. "Understanding how to market a brand and the intricacies of using influencers, [for example] there are cannabis influencers, whose career has come full circle," are all key similarities, she adds.

She often looks to Ludwig too, saying, "he really understands what it means to articulate a brand to consumers. I think that's one of the most important things happening in this emerging cannabis industry right now; this is the first time brands have ever existed."

Aster Farms and other brands of this wave are creating their destiny, some of them

"Whether it's learning about regulations, learning about the ways it is affecting our communities, whether it's the plant science, every single day there is something to learn."—J. Jacobson



Aster Farms' cannabis at work.



A typical scene at Aster Farms.

Sun-grown ladies.

A cannabis terroir (pronounced tear-wahr) refers to the region the crop was grown, aka “the taste of the place.” Per Leafly, it “[...] refers to the complete natural environment in which a grapevine or pot plant grows—the soil type, climate, temperature, sunlight, moisture, microbial life, and more. All of these environmental factors contribute to the character—including the appearance, aroma, flavor, taste, and texture—of the final product.”

“It was five and a half years of non-stop work, blood, sweat, and tears.”—J. Jacobson

from scratch. In Jacobson’s case, she had to learn the cultivation basics from the ground up—an exciting prospect for a self-described learning obsessive.

I was running NMRKT for about six years, I was really burnt out. I wanted nothing to do with anything digital. I just wanted to put my hands in the dirt, but I didn’t even know what that meant,” Jacobson says. “I stayed up all night until 4 a.m. researching soil nutrients and just was getting super into it. I have this bug in me that when I get super focused on some interesting topic, I go down the rabbit hole, and cannabis was fascinating.”

When busting out double work weeks, passion for the topic at hand is a must, and Jacobson’s researching impulses served her in fashion, just as they do now in cannabis.

She says, “Whether it’s learning about regulations, learning about the ways it is affecting our communities, whether it’s the plant science, every single day there is something to learn.”

As for coming full circle back to New York when cannabis makes its way into the stigma-free lexicon, Jacobson and the Aster Farms team will be ready. Just like she used savvy fashion wiles to create a whole new way of connecting customers, strong branding principles and a body of experience would make Aster Farms a brilliant product offering

in New York—especially with the finely selected strains they are known for on the West Coast.

I cannot wait to sell Aster Farms products in New York one day, she tells the *Emerald*, “and that is absolutely the plan. Each market is completely different and it’s going to take a couple of years for us to see how every market is rolling out.”

“New York is going to bring a vibe that Aster Farms is all about,” she continues. “Right now, California cannabis is really one of the few markets that are branded in a real, CPG [consumer packaged goods] branded kind of way. New York has an edge and a style that will be really well accepted in this industry [...]”

All in all, people who work in both fields will one day realize their parallel strengths, lessons, and possibilities, just as Jacobson has, and one can only hope that this makes the selection—and the product’s effects—as elevated as the concepts.

Aster Farms is available at locations, including CAC Venice, Sweet Flower, Harborside, and via SAVA delivery in California, but you can check out their forthcoming educational series with Humble Bloom Co no matter where in the country you are. ■

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6 **L'FLEUR Eye Detox Roll-On** Refresh and brighten skin and reduce puffiness around your eyes with this easy to use CBD eye serum metal roll-on applicator. **\$39** lfleurskin.com



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10 **UNDEFINED BEAUTY Glow Gelee** Fast absorbing, fragrance-free gel serum infused with nature's most powerful, organic botanicals to increase elasticity and blur pores and fines lines. **\$48** comebackdaily.co



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11



13

LOWELL HERB CO. Cold-Pressed Cannabis Oil + Vape Pen The cold-pressed cannabis experience is as close to smoking the raw plant as possible. It's 100% solvent-, butane- and additive-free so it burns clean and there's no chemical or residual aftertaste. You're left with the flavor's integrity for a true plant to pen experience.

14

LOWELL HERB CO. Cold-Pressed Cannabis Oil 0.5 Grams, .5G Disposable Vape **\$50** lowellfarms.com



11 **MOOSE LABS MouthPeace + Filters** These silicone mouthpieces help reduce the spread of germs when smoking with friends and roommates, or at parties. **\$15.99** mooselabs.us

14 **TERRA VITA Relax CBD Tincture** 1,000mg of full spectrum CBD. Anti-anxiety, anti-stress. **\$114.99** terravitacbd.com

15 **SUPERLOST Hemp Cold Brew** Made with three ingredients: water, single-origin coffee, and full-spectrum hemp oil. **\$5** superlostcoffee.com



12

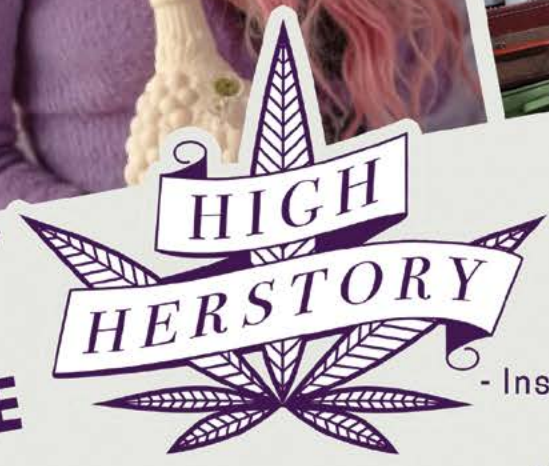
NUG Matcha White Chocolate Bar Infused with NUG's single-source cannabis distillate grown from seed to sale in Oakland, CA. This product contains 100mg THC. nug.com

15





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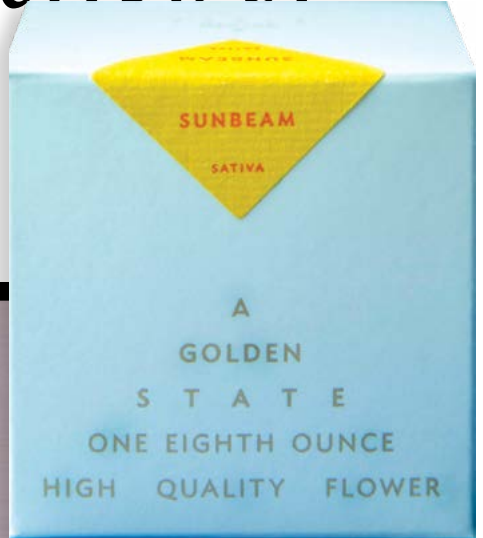
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16
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18



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kiskanuhemp.com

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Stylish (and glittery!)
baseball cap collab.



“We’re sparkling conversation and pushing the limits”

-MOMOLU

BY RITA THOMPSON

KORTO MOMOLU, IS A FASHION DESIGNER/STYLIST extraordinaire. In fact, you might recognize her from season five of *Project Runway*, where she placed as runner-up and earned the title of “fan favorite” for her colorful, feisty spirit.

Since her time on the hit reality show ended in 2008, Momolu has continued to make her mark on the world of women’s wear through her rich heritage and use of traditional and luxury fabrics. She’s participated in New York Fashion Week as well as launched eco-friendly jewelry lines and more.

Women Grow, on the other hand, is an entity that serves as a

catalyst for women to succeed in the cannabis industry. Through a series of programs and community events, the Denver-based group is on a mission to provide education, connections, inspiration and empowerment to women in weed.

So, what happened when these powerful forces collide? Pure magic.

With Women Grow focused on expanding into high fashion and leisure wear, and fashionista Momolu being intrigued by the cannabis industry—particularly for CBD’s ability to ease pain in the hands of sewers, they blended together as naturally as weed and chocolate.



“Who doesn’t love sequins, right?” —Momolu

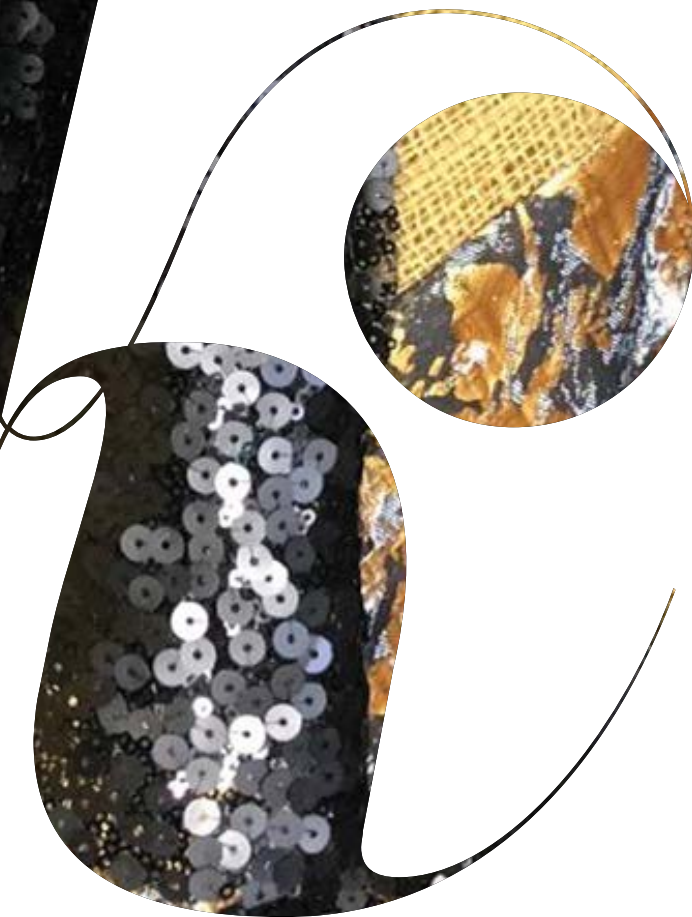


PHOTO: KORTO MOMOLU



PHOTO: COLE STEVENS SALON

Korto Momolu



PHOTO: KORTO MOMOLU

Stunning fabrics by Momolu.

Momolu says there is definitely an inherent artistic connection between fashion and cannabis. “It goes back to music. Everything is connected in so many ways, and especially to the fact that I can use hemp fabric, which is very sustainable and beautiful [...]” she explains of the collaboration with Women Grow.

Thus, the two entities were more than excited to partner up to create a line for the Women Grow Leadership Summit in June 2019. With the apparel line proving popular, and quickly selling out, the collaborators felt inspired to dig even deeper. The pair decided to take their creations to the catwalk at this year’s New York Fashion Week.

Debuting for the Spring/Summer 2020 season, high fashion will fuse with the world of cannabis on September 7th, 2019 to show the power, influence and strength of female leadership. Expect to see largely hemp-centric designs that incorporate aspects of health and wellness.

The collection, says Momolu, is about “[...] connecting cannabis to fashion and changing the way we look at it, the face of it, and [determining] what that looks like. It’s the first of its kind at this level,” Momolu explains.

Momolu says that she is trying to create for Women Grow in a way that pushes the limits of the industry and breaks stereotypes,

but still remains appealing enough for the fashion world. “[It must] be interesting enough for fashion that it doesn’t even matter that it has Women Grow on it, it’s still great,” she adds.

The line, created to be inclusive of all body types, will include regal-esque leisurewear full of gold, copper and shimmering tones. Momolu is “taking those really luxurious fabrics, and making them more comfortable and inviting to different body types, and being inclusive of everybody,” she explains.

“We’re incorporating the leisure line with the high-end line just to show people how to wear it; how to be comfortable in it; and how to style it for your everyday,” Momolu continues.

Ultimately, the leisure line aims to provide stylish options for women in the boardroom or in the greenhouse. “We have leisure stuff, but it’s very girly,” she says. “So for the girl who is in the cannabis industry, who works at Women Grow, who’s a grower, but still loves fashion.”

“I want people to see [the collection] and be like ‘I would wear all of this, and I could wear it here or there,’” says Momolu. All pieces of the line will be available to purchase online the day of the show, September 7th. ■

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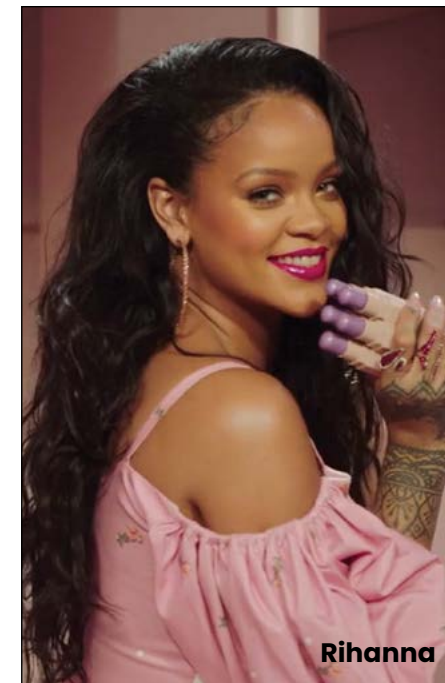
High Fashion:

Five Designers
Who Appreciate
Cannabis

BY RITA THOMPSON

Cannabis and fashion have collided for quite some time now. From celebrities like Miley Cyrus who sported a be-dazzled cannabis leotard back in 2014, to Alexander Wang celebrating 4/20 with Sherbinski's CEO Mario Guzman this year, it's time we recognize the designers on the forefront of both style and advocacy.

PHOTO: WIKIMEDIA COMMONS



Rihanna

Edie Parker's Brett Hyman

Brett Hyman—the badass woman that brings us Edie Parker's killer clutches, jewelry and more—recently made her mark on the cannabis industry with the launch of a fruit-themed smoking accessories collection and three strains of insanely aesthetic cannabis flower. Simply called Flower, the line is aimed at the new



Edie Parker

PHOTO: EDIE-PARKER.COM

PHOTO: JACQUIEAICHE.COM



Jacquie Aiche

generation of cannabis users in hopes of lightheartedly uniting the worlds of fashion and cannabis.

The collection includes items from stash jars, to bongs, to rolling-trays and of course a “perfect for pot” version of Edie Parker's signature acrylic bags. Making the line even more unique, though, is the collaboration with cannabis brand Flow Kana to introduce

three strains of Edie Parker flower as well. Check out our story, *LA Poolside Delivery* in the July Poolside edition of the *Emerald* to read more about poolside fun with EP's flower, brought to you, literally, by Emjay delivery service.

Alexander Wang

King of normcore, Alexander Wang, is one of the most advocative designers in terms of cannabis. Back in 2016, the designer known for his urban style launched his first 4/20-friendly collection, AW16.

Through a subtle incorporation of leaves, Wang tastefully creates some of the coolest cannabis inspired looks we've ever

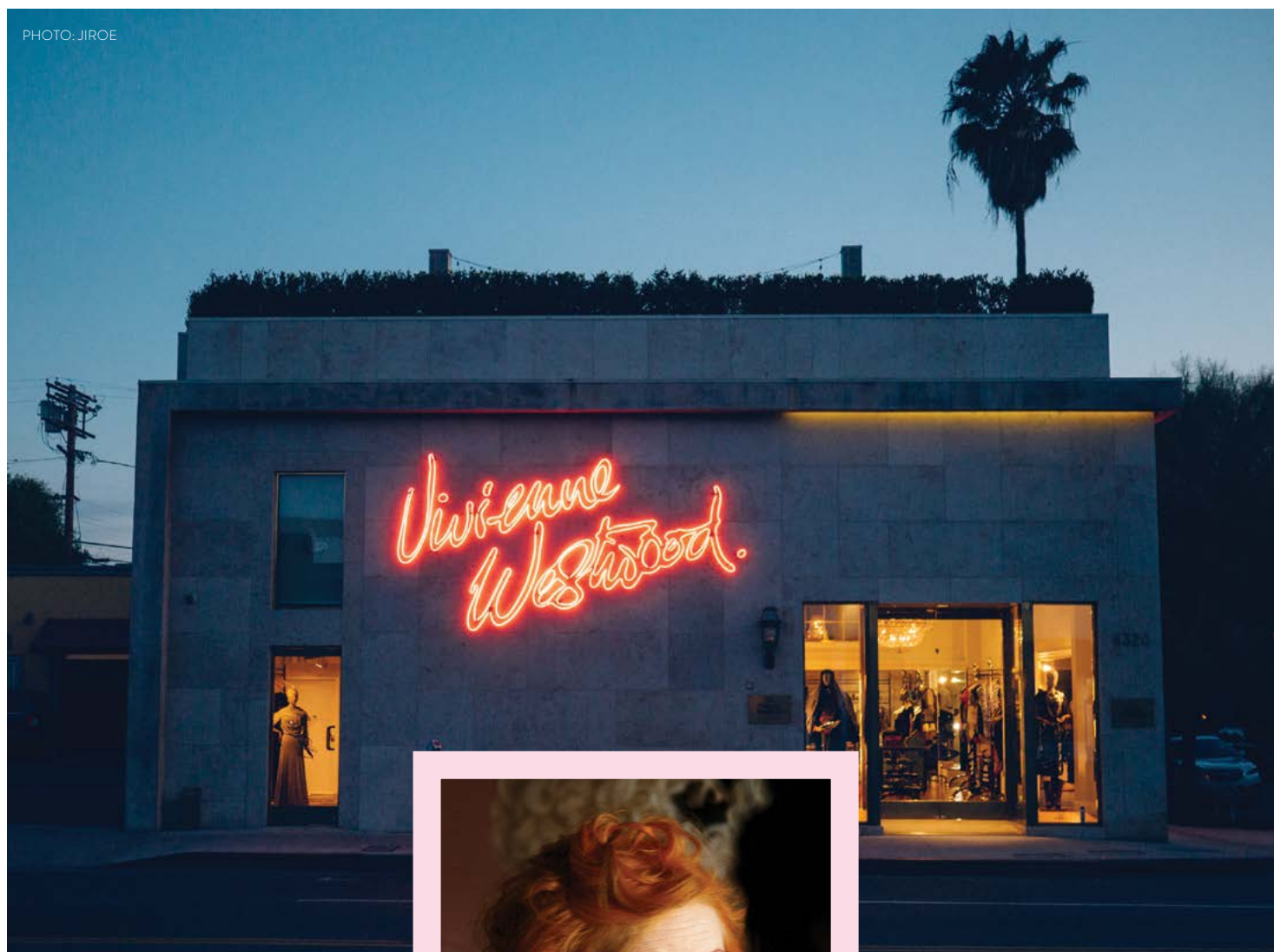


PHOTO: JIROE



PHOTO: WIKIMEDIA COMMONS

Vivienne Westwood

seen. The collection's original launch show at Saint Bartholomew's Church in New York featured what *Vogue* describes best to be, "Marijuana leaves materialized as instarsias on mohair minis and coats, as lace insets on boudoir-ish dresses, as a print on miniature bucket bags."

Even Margot Robbie took a liking to the collection and was later seen sporting one of Wang's Fall 2016 floral dresses featuring embroidered lace cannabis leaves on the front of the faux-leather skirt.

Not to mention, Wang himself celebrated 4/20 this year with quite possibly the biggest name in

"Because cannabis and fashion makes the world go round!" —M. Guzman on Instagram

cannabis—Sherbinski CEO, Mario Guzman. Taking to Instagram to share the day's events, (which likely consisted of some very big blunts shared over some very creative conversations), Guzman hinted towards big things coming, noting, "Because cannabis and fashion makes the world go round!" under the epic shot of the two.

Rihanna

Rihanna has been open about her fondness for flower since the start of her career. While many celebrities have coiled away from public use and advocacy, the eyes and ears behind luxury fashion line, FENTY, are clouded with smoke.

From the legendary 2012 images of the singer, business woman, superstar rolling a blunt on her bodyguard's head in a Coachella crowd, to literally dressing up as Mary Jane for Halloween, RiRi is the queen of both fashion and cannabis. In 2017, the *Umbrella* singer dropped a gemstone coated shoe collaboration with Manolo Blahnik, suitably dubbed the So Stoned Collection. While she has not yet released any cannabis clothing of her own, we certainly won't be surprised if or when FENTY makes its first mark.

Jacque Aiche

Being the eyes behind one of the most popular jewellery brands in LA, Jacque Aiche is known to share her love for the flower now and again. In fact, Aiche has an entire collection dedicated to the plant, dubbed the Sweet Leaf collection. And while cannabis-inspired fashion can often fall short, leaving you with a cheesy taste in your mouth, Aiche has managed to incorporate the plant beautifully into her jewelry designs.

"The marijuana leaf is such a botanical beauty," she tells MedMen. "I've always loved it as a symbol of freedom. I wanted my Sweet Leaf collection to represent it in a way that was feminine, beautiful, and badass."

Aiche further supports the industry through advocacy by donating proceeds from the collection to Spark The



PHOTO: WIKIMEDIA COMMONS

INSTAGRAM

Alexander Wang

Alexander Wang celebrates 4/20 with Mario Guzman

Conversation, a campaign aimed towards changing the social stigma of cannabis and those who use it.

Vivienne Westwood

Known for her rebellious and outspoken attitude, Vivienne Westwood is a lifelong environmental activist. She is serious about standing up for what she believes in. Back in 2010, Westwood shook things up by featuring a cannabis leaf-print dress in her Spring runway show. Since then she has

continued to spotlight the leaf, featuring it again on a statement-belt in her SS18 collection.

Making Westwood's stance on the industry even more notable, though, is her incorporation of hemp into many of her collections due to the fabric's low ecological footprint. In fact, her 2018 Fall and Winter collection, Call-To-Arms—which narrated the designer's frustration with war—featured looks made mostly of hemp. ■



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EMERALDCAST PODCAST

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Rachel Burkons, co-founder of Altered Plates, and *Emerald's* Editor-at-Large, Danielle Guercio talk terpenes, good service, asinine regulations, and what it takes to get noticed by the James Beard Foundation...and have your Instagram deleted.

Allison Luvera, Head of marketing at Kurvana and *Emerald's* Editor-at-Large, Danielle Guercio talk about how to get involved with the corporate side of cannabis while in Los Angeles, California.

PHOTOS: COURTESY OF ALKHEMIST LA



Hemp's Fashion Future

The World's Oldest Textile may Prove to be the Fabric of the Future

BY MELISSA HUTSELL

Hemp isn't a ground-breaking material, but the ancient plant is revolutionizing one of the world's most wasteful industries.



The Overnighter Shirt (\$72)
ALKHEMIST
LOS ANGELES

This summer, officials from the National Oceanic and Atmospheric Administration (NOAA) confirmed that July 2019 was the hottest month ever recorded. For this reason and more, fighting global climate change has become a priority for some fashion brands.

“The fashion industry, including the production of all clothes which people wear, contributes to around 10% of global greenhouse gas emissions due to its long supply chains and energy intensive production,” reports the United Nations (UN). “The industry consumes more energy than the aviation and shipping industry combined.”

The alarming reality is motivating many to shift to hemp for a low-carbon future.

Hemp is one of the first plants cultivated by humans for use as a textile. Thanks to prohibition, however, cannabis-derived goods all but disappeared from the modern marketplace. Now, as the cannabis movement gains momentum—and average global temperatures continue to rise—hemp is making a comeback as high-end and boutique brands combine the fabric with modern technologies to develop sustainable styles.

Hemp is an innovative fabric, says Kenneth Smith, owner of Hempy’s—a globally distributed sustainable clothing and accessories company based in San Diego.

Hempy’s is one of the longest-running hemp clothing companies in operation in the U.S., says Smith. All styles are designed in house, and inspired by the company’s eco-friendly mission.

Innovative fabrics “do more for us,” explains Smith. More for the environment, more for our bodies. As a textile, hemp’s versatile properties make it a novelty. Not only does it require less water to produce and has a notably lower carbon footprint than cotton; hemp is durable, anti-bacterial, and UV and mold resistant, too.

“Ironically, one of the oldest fibers known to man is still today innovative,” says Smith.

The Trucker in Pacific (\$320)
ALKHEMIST
LOS ANGELES



DID YOU KNOW
From seed to stock, the entire hemp plant can be used. What distinguishes hemp from “weed” is its THC content; hemp is defined as having a THC content of 0.3% percent or less. The 2018 Farm Bill effectively legalized hemp on a federal level.

There are tens of thousands of uses for hemp—and counting. Modern research published in the American Chemical Society (ACS), for example, shows hemp fibers can be utilized to conduct—and store—electricity.

Hemp fabric has plenty of uses beyond fashion, explains Smith. “Humans have used hemp for more than 9,000 years. I think this next wave of technology mixing with hemp fibers [will allow for] all sorts of innovations.”

Maybe not in the clothing industry per se, he adds, but definitely in an industrial sense.

From cars to electronics, hemp fabric is used everywhere—including in BMWs. The company began using it in its i3 electric car, beginning in 2013. According to *The Atlantic*, “the car maker [lines] the door panels with hemp, as part of an interior design apparently aimed at making the i3’s drivers feel closer to nature and less



The Flare in Pacific (\$230)
ALKHEMIST
LOS ANGELES



The Favorite Tee in Natural (\$68)
ALKHEMIST
LOS ANGELES

“The fashion industry, including the production of all clothes which people wear, contributes to around 10% of global greenhouse gas emissions due to its long supply chains and energy intensive production. – United Nations Framework Convention on Climate Change (UNFCCC)



Rhode Island Cannabis Convention

October 12, 2019 RI Convention Center | Providence, RI

Maine Cannabis Convention

October 5-6, 2019 | Portland Sports Complex | Portland, ME

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likely to drain the battery in a speed-freak fit.”

Smith is excited to see how the hemp industry will develop in the U.S., especially after the passage of the 2018 U.S. Farm Bill, which legalized hemp federally. “Hemp has a bright future,” he adds, “we’ve only just begun to scratch the surface [of what this plant can do].”

Smith is sure hemp will be adapted as a smart fiber in the future (“what if its fibers could be used to detect changes in body temperature? Or heal wounds?” he wonders), but he believes industrial hemp production in the U.S. will likely focus on CBD rather than fibers for clothing. Simply put, other countries—China, for instance—have existing industries and the infrastructure needed to scale.

“Hemp is not an easy plant to work with,” Smith says. “It’s a four-to-five step process to take hemp from plant to finished fabrics.”

Due to federal illegality, there’s little to no existing facilities or systems in place to complete this process. This is why Hemp’s, and many other hemp-clothing companies source or import fabrics from Asia and/or Europe (and also why these products can be pricey). The industry is far more advanced in these regions, Smith explains, as companies use state-of-the-art methods and machinery to create new blends of fabrics—many of which are eco-friendly.

Hemp on its own has a rough, canvas-y texture. Mixing it with other material—like organic cotton—can enhance comfort. Outerknown, and Levi’s—who’s factories are mainly overseas—have collaborated to create a collection of clothing released this Spring using cottontized hemp. According to Levi’s Off the Cuff website, “The innovative process softens the fiber—using very little energy or chemical processing—to make it look, and more importantly feel, almost indistinguishable from cotton.”

Smith says the U.S. will build its own industrial hemp industry, and supply chain—but it will take time, and investment.

Leading the charge in the U.S. are enterprises such as Alkhemist by James Jeans. The vertically integrated lifestyle brand produces CBD-infused wellness goods and a sustainable clothing line that incorporates hemp.

The line introduces what the company dubs “hempleisure,” or luxury comfort apparel. One of the collection’s highlights is “jeans made from cannabis,” as *Sportswear International* reports.

The percentage of hemp in Alkhemist jeans, and other garments varies from 20-60 percent. That’s intentional, says James Chung, co-founder of Alkhemist. “We’re re-introducing ourselves to hemp.”

The varying percent of hemp content also allows the fabrics to better complement designs. “With certain styles, heavier hemp is beneficial,” Chung explains.

Alkhemist uses all parts of the hemp plant in their products. The flowers, grown from proprietary strains, are used for medicinal purposes. The rest—stems, leaves, etc.—



PHOTOS: COURTESY OF HEMP'S

Hemp’s clothing line features shorts, jeans, leggings, t-shirts and more stylish and comfy fashions that give the ultimate So-Cal vibes.

BENEFITS OF HEMP IN JEANS, ACCORDING TO ALKHEMIST:

- 10 times stronger than cotton
- It’s light and absorbent. It holds dyes easily and resists fading over time.
- It resists abrasion, hold its shape, and gets softer with each wash.
- Breathable, UV protectant, mold-resistant and self-cooling

This versatile vest can be dressed up or down, and come with working pockets (plus a secret zippered stash pocket). The exterior is made from 100% hemp, the interior is lined with a 55% hemp 45% organic cotton blend.



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will be converted into pulps (and used to eventually make fabric, paper, plastics and more).

“One-hundred percent is going to have an end-use,” says Chung. “That’s really the ellipse of sustainability; To sustain, we can’t waste more than we use.”

Alchemist is the first entity to be licensed and certified for cannabis cultivation in the City of Los Angeles. The company plans to grow their own cannabis in their state-of-the-art indoor facility in LA. There are also plans to develop Alchemist Palmdale, a 320-acre outdoor hemp cultivation facility, and one of the state’s firsts. Both will be organic operations.

Alchemist has partnered with Octo LED to create a lighting system specifically for cannabis cultivation, explains Chung.

Indoor cultivation requires powerful lighting systems—but because cannabis cultivation remained illegal until a few years ago, growers had to use the light sources available—none of which were intended for cannabis.

Chung describes existing lighting systems as “blazing bright stadium lights.” These high pressure sodium lighting fixtures satisfy yield requirements, but they emit excessive heat radiation.

So, they developed a new, more energy-efficient kind of light force, Chung says, “which produces light intensity, yet doesn’t produce heat radiation.”

Alchemist is also poised to enter the hemp-paper industry. Chung says the company is investing in an old paper pulp company, and retrofitting the facility to process hemp. He hopes the investment will open the door to engage with other businesses in and outside of the cannabis space.

In the meantime, Alchemist just launched its line of women’s clothing, which includes several styles of pants—skinny, cargo, boyfriend jeans, etc—jackets, shorts, and tops.

Chung brings a devoted denim fanbase with him to Alchemist. The lawyer-turned-fashion guru launched

CORE FINDINGS OF BY THE PULSE OF THE FASHION INDUSTRY 2019 REPORT:

- **75% of consumers report sustainability is “very or extremely important.”**
- **“Mentions of sustainability in social media increased a third faster than overall social media growth between 2015 and 2018.”**
- **Consumers gain most of their information about sustainability from “online search (35%), social media (31%) and non-digital print media (29%).”**
- **Climate Change efforts (50%) and natural disasters (48%) are the “strongest triggers for conscious behavior concerning sustainability.”**
- **More than one-third of consumers say they’ve already switched from a regular bought brand, to a more sustainable one. More than 50% say they plan to change their preferred brands to a more socially conscious one in the future.**
- **“[...] Considerations of sustainable practices are not yet powerful enough to be the most important driver of purchasing behavior. For 7% of consumers, sustainability is the key-purchasing criterion. But 23% prioritize high quality, 17% looking successful and 16% receiving good value for money.”**

PHOTOS: COURTESY OF HEMPY'S



Hempy's belts are made with 100% hemp webbing, and come in two widths, and more than a dozen different colors.

his first clothing company, James Jeans, in 2003. He transitioned into fashion from the justice system after he took a one-year sabbatical to launch James Jeans. To his surprise, the line of premium denim was “a big hit.”

The company sold more than a half million pairs of jeans during their first year of operation. Oprah rated James Jeans “best jeans” for every body type. The brand has been seen sported by Kim Kardashian West, Paris Hilton, and more. Fans of the brand also include Rashida Jones and Mandy Moore, according to *The Hollywood Reporter*.

Chung then pursued Traditional Chinese Medicine—which he continues to practice—before co-founding James Jeans’ daughter brand, Alchemist, alongside business partner Conrad Yun in 2018.

There are many parallels between wellness, and fashion, says Chung. The Western world is only beginning to catch up on the use of cannabis in both.

Fashion and wellbeing are the ultimate yin and yang, Chung explains. “[...] One propels the other,” he adds. “Alchemist was initially born to tap into this.”

Chung hopes the company will spotlight “all things hemp can do,” he says. By utilizing all aspects of the plant, even through fashion, the company is going full circle. From seed, to stock, to flower to leave, “there’s not a single part you [should] throw away. This is the one plant that’s gonna prolong humanity.” ■

Stoners of New York: a Satirical Look at East Coast Cannabis Style

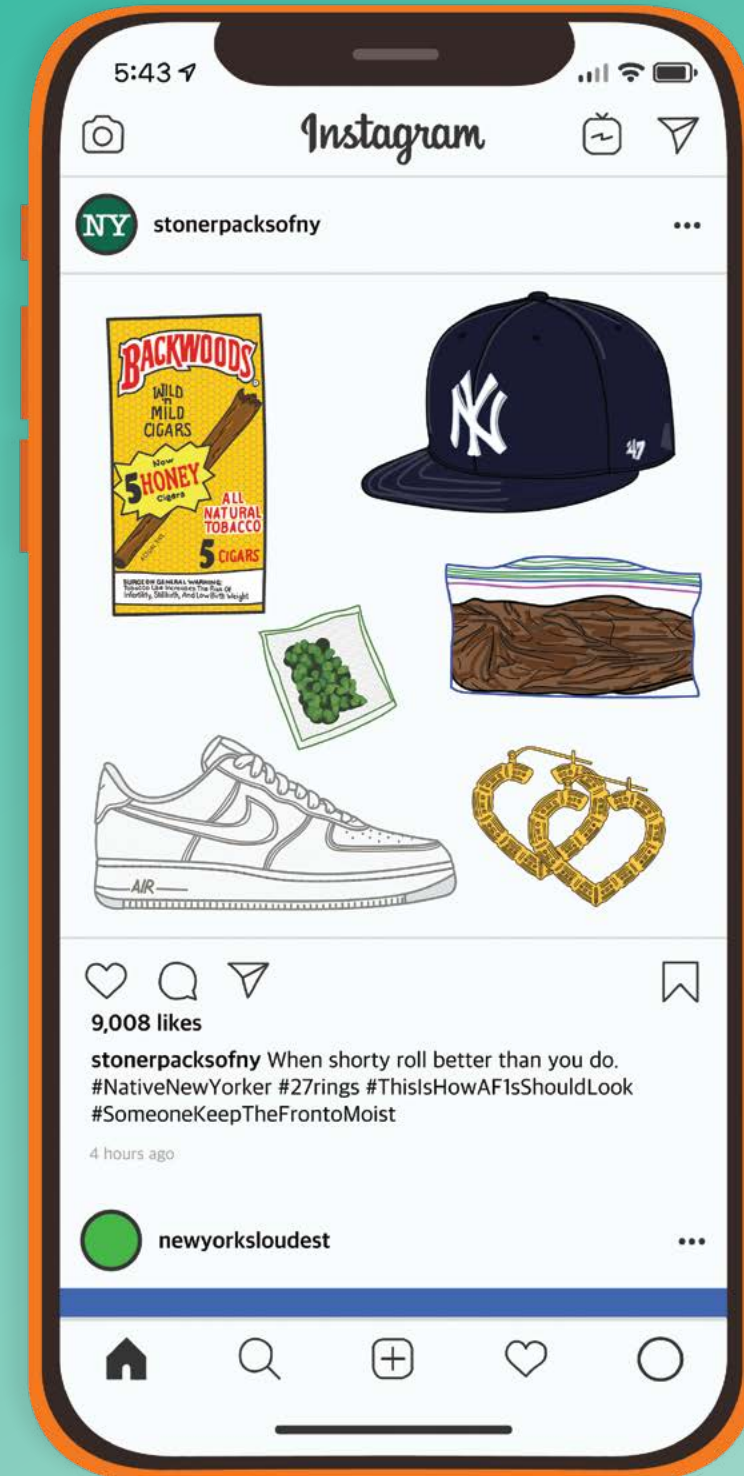
BY MARIA PENALOZA @OHMIAMORE

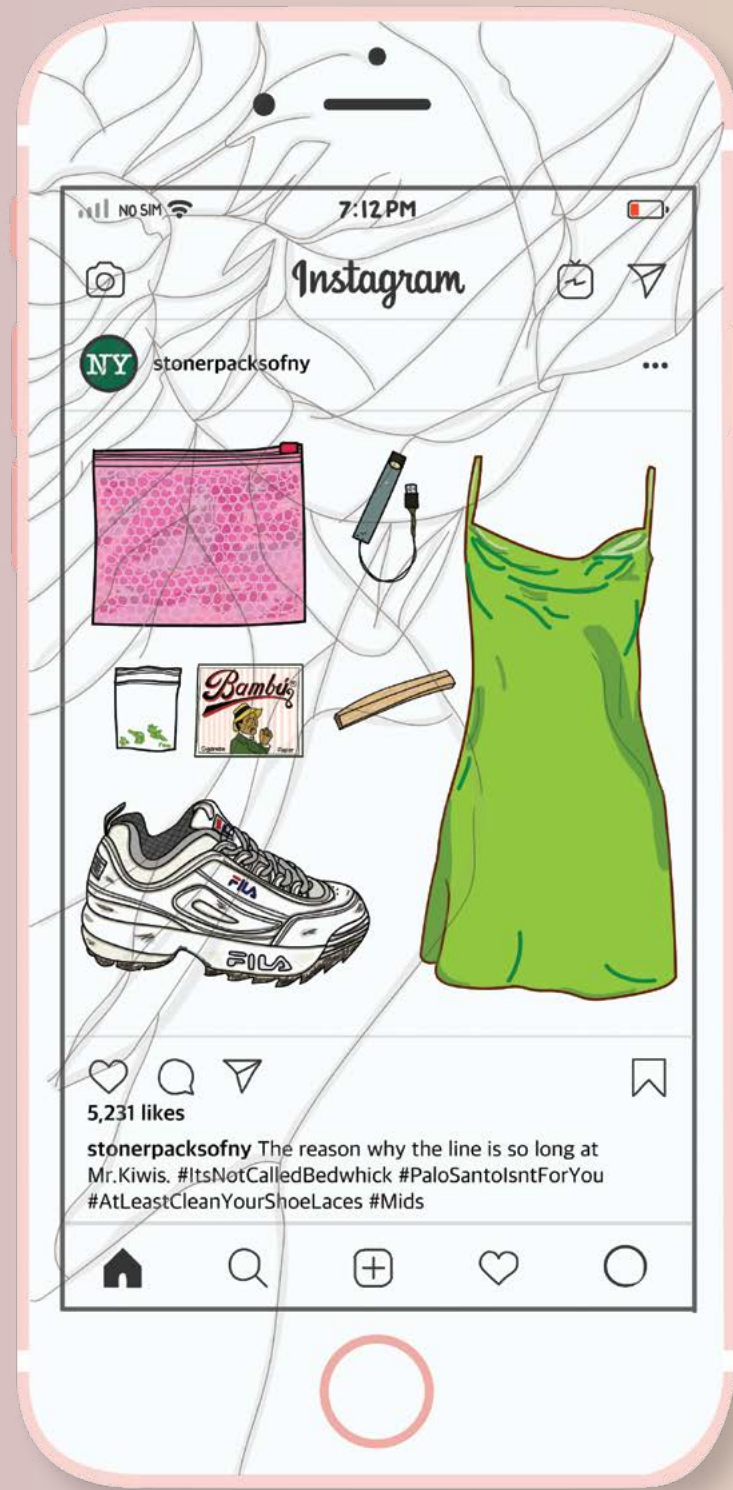


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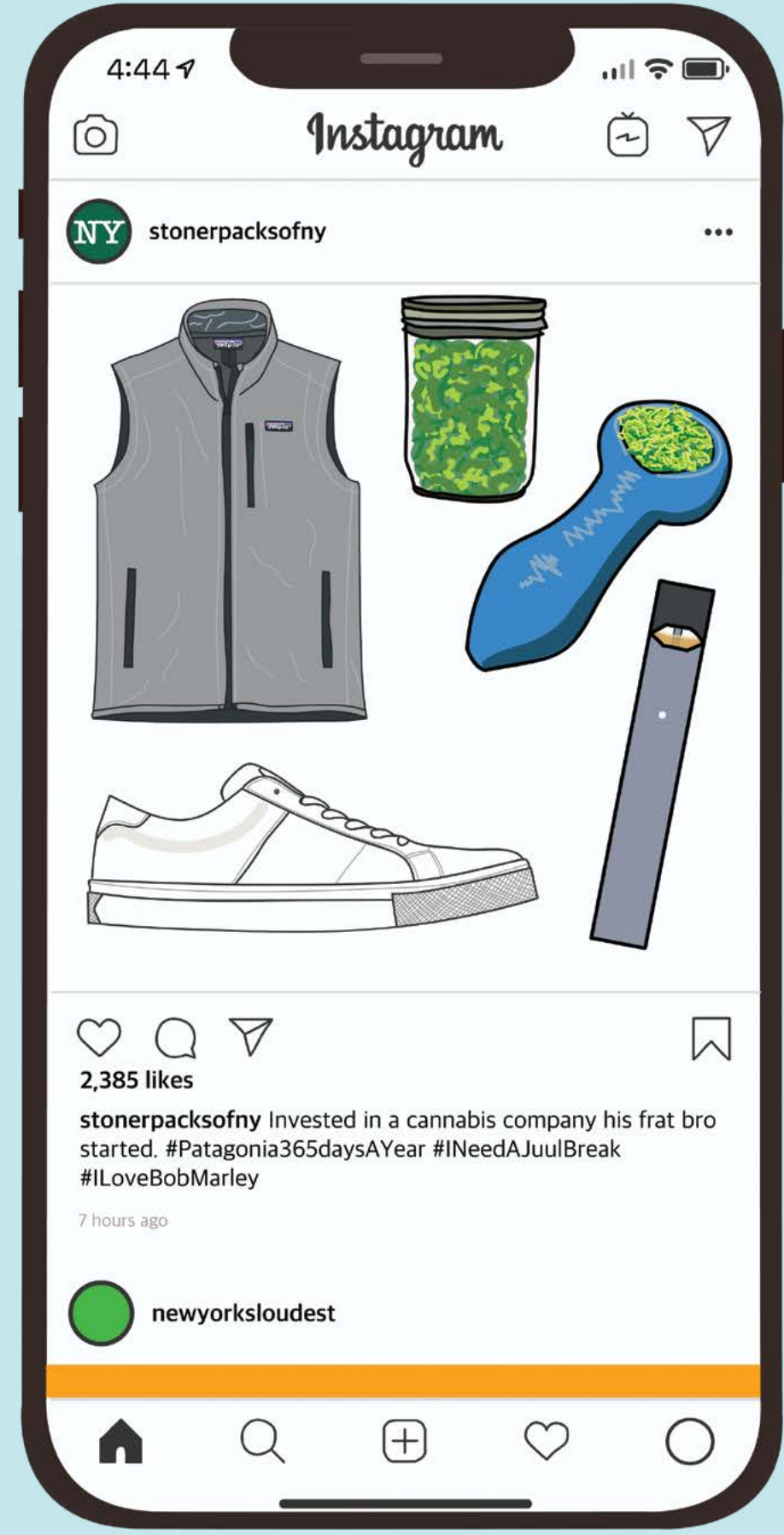


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End of Summer Cocktails With Hemp-Infused Vodka



BY DANIELLE GUERCIO
PHOTOS: SHOROUK ELMAHDY

Infusing cannabis into alcohol is nothing new, but nowadays it's still on the coattails of illegality. Hemp-infused vodka gives consumers the flavors of cannabis without the THC that some may not want to consume simultaneously with alcohol. We used Humboldt's Finest—Humboldt Distillery's hemp-infused vodka, which is available in all 50 states—to create two cocktails that are perfect for a Labor Day party or the lazy, last licks of summer lay-out.

Watermelon Mint Cosmo

Servings:
1 cocktail
Start to finish:
5 minutes

Ingredients

- 3-4 mint leaves
- Two 2 inch chunks of watermelon
- ½ of a lemon
- ½ tablespoon sugar or simple syrup
- 1½ ounces of hemp-infused vodka
- Lemon peel for garnish

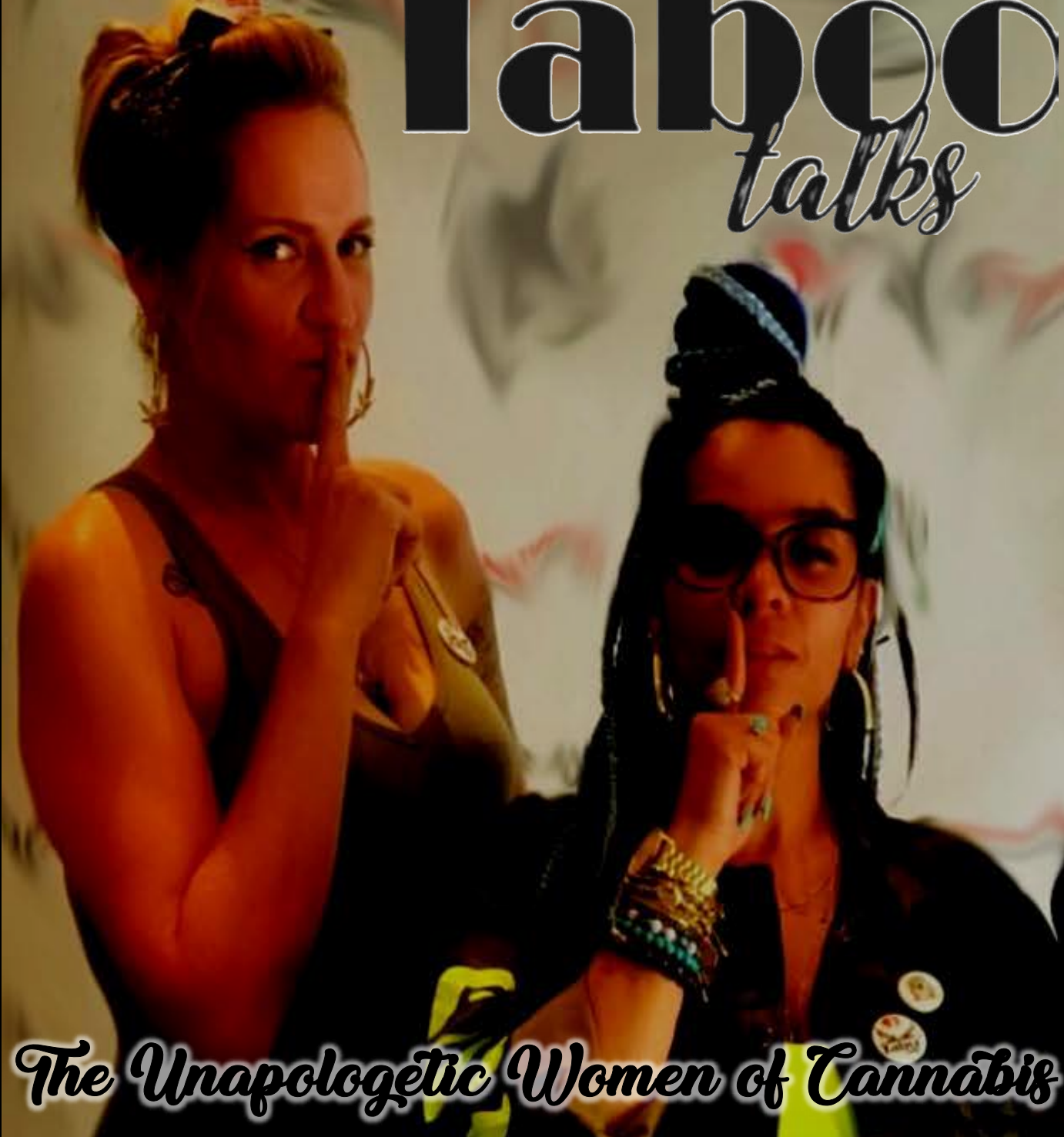


Note: Gather your supplies so everything is ready and accessible. Use a large tin shaker fitted with a small tin shaker to build this cocktail. Alternatively, you can muddle into a pint glass.

In the small shaker, muddle together the mint leaves, watermelon, lemon juice and sugar or simple syrup. Top with ice, then measure in the vodka using a jigger—too much will ruin the balance of the drink.

Shake vigorously until condensation develops on the tin. Open the tin and strain into a coupe or martini glass. Garnish with lemon peel. ■

Taboo talks



The Unapologetic Women of Cannabis

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"Green Claw" with Sprig

CBD-Infused Soda

Servings:
1 cocktail
Start to finish:
5 minutes



Ingredients

- 1 can of Sprig Citrus CBD Soda
- ½ of a lime
- ½ of a lemon
- ¼ tablespoon sugar or simple syrup
- 2 ounces of hemp-infused vodka
- Mint bouquet and lime wheel for garnish

Note: Start by drinking roughly 25% of your Sprig soda, this will help the CBD skip the line of the alcohol and make room for the White Claw-esque monstrosity you're about to create. You can also collect the extras of multiple cans to make a side batch of punch, which can be used for refills.

Build the drink in a cocktail tin or pint glass filled with ice. Pour the juices, simple syrup and vodka over the ice. Seal the tin and shake well until the tin feels icy to the touch.

Open the tin and strain into the small side of the shaker. Pour into the waiting can of Sprig Soda, and garnish with a metal straw, mint bouquet and lime wheel. ■

Two PLANT- BASED BURGERS to Throw on the Barbeque

Ashlee Lewis from Naked Soul Cooking is on a mission to help the plant-based community veganize their favorite comfort and soul foods. In collaboration with the Emerald, Lewis brings us deliciously infused vegan recipes for anyone looking for a more healthy or sustainable alternative to meat! For more recipes like this, follow Lewis @naked soulcooking, and visit TheEmeraldMagazine.com to watch the exclusive EmeraldEATS video.

PHOTO: SHOROUC ELMAHDY



Serving size: 4 individual burgers
or 2 double sized burgers
Estimated prep time: 20 minutes

Ingredients

One 15 ounce can black beans
½ onion, chopped
1 tablespoon minced garlic
1 teaspoon infused oil
1 tablespoon reduced sodium soy sauce (or liquid aminos)
1 tablespoon balsamic

vinegar
1 tablespoon poultry seasoning (NOTE: this is a 100% VEGAN blend of herbs and spices)
1 cup oat flour (or any type of flour/breadcrumbs you prefer)

Black Bean Double Cheeseburgers

Sometimes, you're craving a juicy burger and those store-bought, mock meat veggie patties just don't cut it (sorry, but not sorry—the truth hurts)! I love to stuff my face with these while sitting in front of the TV watching a good game, fight, or while binging on my favorite TV series.

To make oat flour, pour two cups of rolled/old-fashioned oats into blender and pulse into a fine powder. Carefully pour powder into a small bowl and set aside.

In a medium-sized bowl, combine black beans, onion, garlic, poultry seasoning, soy sauce (or liquid aminos), balsamic vinegar and infused oil. Mix well, then mash into a paste.

Add breadcrumbs to the mix and combine thoroughly. Form into patties. Allow to sit for 5-10 minutes to firm up.

In a large skillet over medium heat, pan sear patties for about 2 minutes on each side. Top with condiments and veggies of choice. Enjoy! ■

Recipes

PHOTO: SHOROUK ELMAHDY



Pulled Jackfruit Sliders

RECIPE BY NAKED SOUL COOKING

Serving size: 4 sliders
Estimated prep time: 30 minutes

Ingredients

Two 20-ounce cans young jackfruit, in brine
2 tablespoons balsamic vinegar
2 tablespoons reduced sodium soy sauce (or liquid aminos)
1-2 tablespoons neutral oil of choice
½ medium onion, chopped
4 cloves garlic, minced
1 teaspoon dried oregano
½ teaspoon cumin
¼ teaspoon smoked paprika
1 tablespoon tomato paste
½ cup orange juice, or 1 medium orange
1 lime, juiced
½ cup water
2 teaspoons (or capfuls) liquid smoke
1 tablespoon poultry seasoning
1 cup barbecue sauce
1 tablespoon infused oil
Ciabatta rolls (or any bread rolls you prefer)

Shredded pork or chicken is a staple at typical barbecue gatherings. But why should those of us on a plant-based diet miss out on those savory, smoky flavors? We're not going to with these!

Open the two cans of jackfruit and drain the liquid. Fill each can with cold water, and drain again. Each piece will be triangular shaped with a hard core; cut off the harder ends of each piece and discard. Add remaining jackfruit to a medium-sized mixing bowl.

Sprinkle soy sauce (or liquid aminos) and balsamic vinegar over the jackfruit and mix together. Set aside to marinate for at least 10 minutes.

Heat a skillet over medium heat for 20-30 seconds, then add 1-2 tablespoons of oil. Add onion and garlic and saute for about 3 minutes.

Add oregano, cumin, paprika and

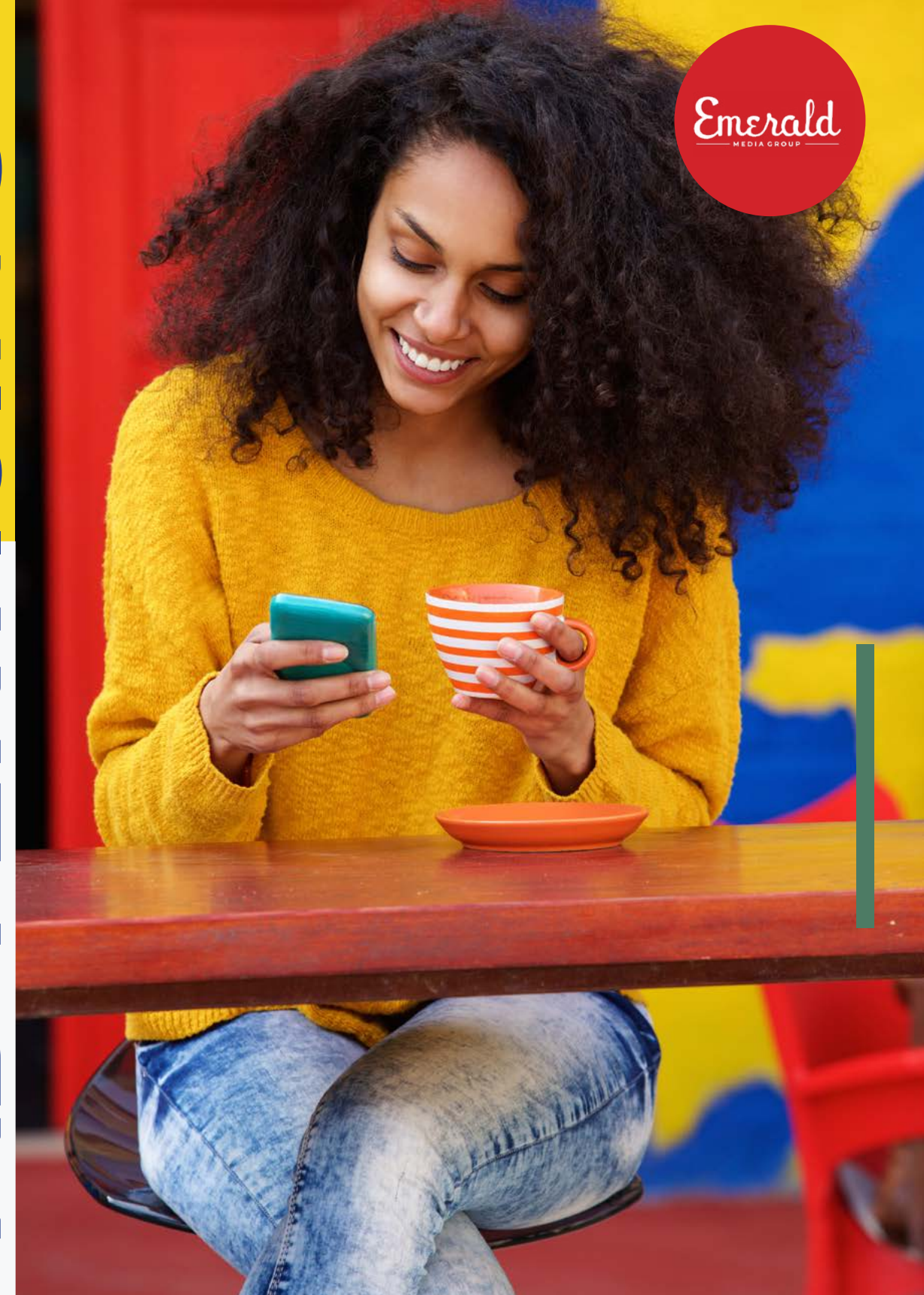
cook until fragrant. Stir in tomato paste, orange juice, lime juice, water, liquid smoke and poultry seasoning.

In a separate bowl, mix together the barbecue sauce and infused oil until thoroughly combined. Add to the skillet.

Allow the sauce to simmer for about 3-5 minutes so the flavors can meld. Gently add the jackfruit to the sauce, and mash with a fork or potato masher to create a string-like texture. Continue to cook until sauce evaporates, approximately 10-15 minutes.

Scoop the jackfruit onto the Ciabatta rolls. Serve and enjoy! ■

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