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THE LISSOME

Nature. Fashion. Vision.

Media Kit 2024

About us

The Lissome is a collectible annual magazine about fashion design, art, crafts and culture that reaches thousands of readers. It is a presence at boutique magazine and concept stores around the world.

By providing a space for conversations, contemplation and gentle encounters at the intersection of slow and discerning fashion design, mindfulness, ecology and system transformation, The Lissome is a unique global guidebook for the world of fashion and design – inspiring positive change through poetic and sensuous storytelling, making hopeful futures tangible and actionable.

The Lissome is featured as a positive example of responsible media communication in the 2023 *UN Sustainable Fashion Communication Playbook*, a joint publication by UN EP and UN Climate Change providing a framework for countering misinformation, reducing messages perpetuating overconsumption and redirecting aspiration to sustainable lifestyles.





Magazine spreads





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THE LISSOME

LOVE ETHIC
EDITION N°4

Current edition

In each annual edition, we explore a timely yet timeless topic. Our latest edition, The Lissome N°4: *Love Ethic* pays tribute to bell hooks' influential work, *All About Love: New Visions*.

Moving beyond the confines of romantic love, we follow the author's lead and explore love as the foundation of life that touches on everything – love of self and others (and the more than human world), societal frameworks and power structures, communication and media, fashion, textiles and material culture, values, justice and spirituality.

Inspired by bell hooks' heartfelt wisdom, we contemplate love as a powerful antidote for times as challenging and divisive as ours, softening our hearts and relaxing our minds, opening up new ways for us to thrive.



OPENING

2 Living by a Love Ethic
– Letter from the Editor
Words by Dörte de Jesus

4 “Heart Sense”
Poem by Stacey Cotter Manière
Photography by Jack Johnstone

FASHION STORIES

10 When You Go Down to the Woods Today
Words by Becca Warner
Photography by Jack Johnstone

42 Life in Clothes Almanac: The Seasons of
Garden and Fashion Making
Interview with Dr Mila Burcikova
Words by Dörte de Jesus
Photography by Leonie Sinden-David

116 Daughters of the Dust
Words & photography by Florence de l’Olivier

ESSAYS

8 Make It a Love Story
Words by Sophie Strand
Artwork by Chiaki Fujii

28 From Fear to Love: An Ecological
Approach to Masculinity
Words by Virginia Vigliar
Illustration by Elio Ferrario

PHOTO ESSAYS

32 Towards an Ethic of Love
for Fashion and Textiles
Words by Ania Zoltkowski
Photography by Sam Copeland

80 Ñanda Mañachi:
Borrowing the Path
Words by Reemé Idris
Photography by Andrés Altamirano

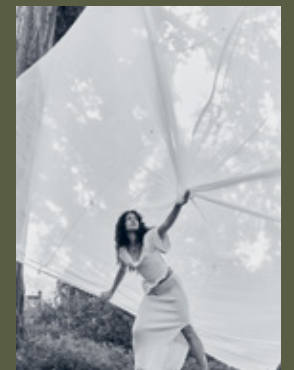
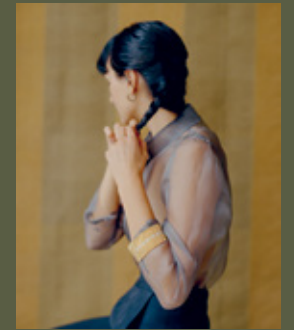
108 Catalogue of Love
and Healing Practices
Words by Dörte de Jesus
Photography by Leonie Sinden-David

INTERVIEWS

72 Longing to Belong
Interview with author Nick Hayes
Words by Becky Burchell
Artwork by Claudia Keep

96 Deep Listening: Decolonizing
Landscapes with Megan Cope
Interview with artist Megan Cope
Words by Cristina Guerrero Fernández
Photography by Anna Pihan

134 Sitting with Discomfort
Interview with artist Camille Laddawan
Words by Reemé Idris
Photography by Lilli Waters



Our readers

The Lissome attracts a discerning, forward-thinking and committed audience appreciative of the magazine's exceptional design, art direction, and editorial quality.

The Lissome readers include designers, creative directors, photographers, stylists, fashion scholars, media professionals, trend forecasters and curators who use the publication as a resource for inspiration, knowledge and sourcing. The Lissome is a guide for professionals seeking sustainability expertise, quality products and potential partners.

As a beautifully crafted lifestyle magazine, The Lissome is cherished for its timeless content, often collected as a valuable, enduring reference.





General stats

Cover price: €28 / £25

Circulation: 2,000

Geographic reach: 25+ countries

Stockists: Concept stores, museums, boutique magazine and book shops, selected newsagents

Audience stats

Gender:

84 % Women

16 % Men

Age:

72 % Between 25 to 45 years

23 % Over 45 years

Top countries:

17 % UK

17 % USA

13 % Germany

35 % Rest of Europe

5 % Australia

3 % India



Distribution

The Lissome is distributed at highly curated and iconic book, lifestyle and museum stores. This focus on high-quality locations gives our partners the perfect place to reach a sophisticated and sought-after audience.

Key places

Do you read me?! (Berlin)
Tate Modern (London)
MagCulture (London)
Fashion Room (Florence)
Athenaeum (Amsterdam)
Casa Iconic (New York)
Coffee Table Mags (Hamburg)
Juntos House (Ibiza)

Distribution partners

Ra & Olly (Worldwide)
Small Changes (USA)
IPS (France)

Our ecosystem

We engage and grow our community through a multi-channel experience – such as *The Book of Kin*, our curated annual brand guide that exists online and in print.



The Book of Kin contains a curated selection of slow makers and brands alongside interviews, articles and tutorials with and from innovative designers, craft practitioners, researchers and activists who show us how fashion, clothing and textiles can enhance the wellbeing of communities and the natural world.



Our ecosystem

Our seasonal podcast series, *Weaving Beings: Conversations with The Lissome*, turns the stories of our print editions into a vivid audio experience.



Weaving Beings is our monthly podcast hosted by Hardeep Kaur, who speaks to the conscious creators featured in the magazine to further explore and engage with their ideas and inspirations as it relates to the magazine's overall theme.



WEAVING BEINGS
Conversations with The Lissome

Our ecosystem

Slow Style Chronicle, our monthly Substack newsletter, is an extension of our brand guide and gets in touch with the stories of the people and processes behind the labels.



Each newsletter includes a styling column that shows alternatives to pushing trend cycles, as well as useful tools to guide you through your journey on this material plane, from how to mend a pant seam to how to cultivate a dye garden.



Our ecosystem

At The Lissome, we are passionate about bringing together people in events and workshops that feel intimate, thoughtful and deeply caring and connected.



In our workshop, “Portal to Presence,” with Sydney-based poet Stacey Cotter Manière, we went on an immersive journey of cultivating presence and states of mind that nurture creativity through the practice of writing and enjoying poetry.



PORTAL TO PRESENCE

A POETIC PRACTICE

OCT 29
ZOOM



Mindful production

It is most important to us that
The Lissome reflects the highest
sustainability standards.

The Lissome magazine is printed locally in Berlin by a FSC®-certified printer renowned for their quality and craftsmanship. The paper stock is Enviro Top U, a 100% FSC® high-quality recycled paper that is Blauer Engel and EU Ecolabel certified.





Partners & Advertisers

With our team and network of art directors, photographers, stylists and writers, we create editorial narratives for your brand's story and ethos that resonates deeply with our aesthetically- and values-conscious readers.

Through The Lissome's signature way of joyful, gentle and authentic storytelling, we treat your narrative with care and thoughtfulness, and offer you the opportunity to build and weave it across our different communication channels – our print magazines, online platform, podcast, newsletter and Instagram presence.

Partners & Advertisers

We offer a variety of bespoke opportunities for your brand's or organization's unique needs.

Brands and organisations that partner with The Lissome:

Dr. Hauschka



WHITE
MILANO



VIU
FRAMING CHARACTERS

ANAK

MARAI

WELEDA
Since 1921



pinqponq

CALIDA

ual: london college
of fashion





Sponsored Page



A Love Letter from the Garden

Read: *Theresa Jones* | Photography: *Emma Simons David*

Imagine the UK. Hand-drawn medicinal herb gardens in the heart of dark, misty mornings. Orbits, the world's best with nature, but within the grounds, there is a collective energy. Everything is possible. Time is slowing down. I hear the gentle rustle of water dripping, the garden glances above and over, creating sparkling diamonds on the leaves and flowers.

Inside the garden, there is a love letter to the earth. There are plants growing in a more natural way, with others like to be in the wilder parts of the garden, close to where the leaves grow. There are no pesticides and dead leaves, plants with different characteristics, experiences and healing properties. Visiting Dr. Hand-drawn medicinal herb gardens is a great way to experience the benefits of the healing herbs, with a healthy and safe.

There is a lot of medicinal value in the many herbs that plants can teach us. They show us how to adapt to natural changes with other species and life forms, contributing to each other's support. The garden, located in the heart of the British Isles, is a collection of such medicinal herbs. Medicinal plants have always been at the heart of Dr. Hand-drawn's work. The gardeners are deeply connected with the plants, creating the new plant culture for many years, while the plants around are better health and used in our wellbeing and health.


With the garden, the medicinal value of the plants is brought to life. I witness another form of medicine called - health care and sharing in our world, where the health of ourselves. Our bodies are not just health, but the other experiences with performance. The garden shows us the UK is a land of love stories.



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VIU

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SANTAVERDE

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Curated Brand Guide

ACCESSORIES & HOMEWARE



MALEZA BOUTMAKERS SPAIN

Maleza is about seeing the potential of the forgotten in order to create new narratives inspired by ancient traditions. The fingerprints of our four hands and the traces of the century-old tools that we work with are intentionally present in our vibrant textures.

We colour our pieces with botanical dyes, achieving emotional tones that mimic nature in their wholeness and appearance. In our small artisanal workshop in Madrid we specialise in hats without little but with plenty of poetry.

www.maleza.com
[@maleza_hatsmakers](https://www.instagram.com/maleza_hatsmakers)

The Book of Us



UPRES PORTUGAL

Upres is a collection of timeless shoes consciously crafted in Portugal.

Founded in 2018, in Lisbon, upres advocates a more slow and ethical view of fashion, following a concept of conscious collections: collections produced in small series, prioritising local production, handmade manufacturing and a timeless design focused on high-quality eco-certified materials.

www.upres.com
[@upres](https://www.instagram.com/upres)

Curated Brand Guide



MISHI RETREATS GERMANY

An international collective of women is offering a new way forward with mindful, community-created spaces. Welcome to the era of the slow return.

Anchored in movement, adventure, and discovery, the retreat invites women to come together in locations of rugged beauty across Europe, arriving only with an open mind. The rest unfolds naturally over a handful of days: movement, shared practices, creative workshops, excursions, and shared meals - all navigated through intuition, serendipity, and connection. Month and location vary according to the seasons.

'Summer Intent' anchors a new chapter in June's midsummer between the walls of a 13th-century monastery perched above the scenic village of Dink, Malverton. In spring and late summer, a major house on the unspoiled north of Portugal sets the scene for poetry and presence at 'Daughters of the Wind' - and a forest house in the foothills of the

www.mishi.com
[@mishi_retreats](https://www.instagram.com/mishi_retreats)

The Book of Us



Alps in Southern Germany born the summer and winter retreats 'Lunar Rhythms' Constellations are wrapped for courage, connection for perspective shifts, and flowing experiences for new friends who the world invites you to join one of the ever-growing series of gatherings of women for whom the inner journey is equal to the outer.

As founder and creative director Althea von Hervey shares that she is a place where we all come together in a safe(z) space, without judgement or preconceptions: an intertwining of slow connection living to reconnect with our inner, wildfire - most precious - selves. Always collaborating with a great team of women - from artists and makers, movement and meditation teachers to incredible chefs - together, they create a space to dive deeper into your intuition, embrace the sensual experience of natural nature, and see your own raw beauty reflected in the surroundings of their deeply carefully created locations.

www.althea.com
[@althea_retreats](https://www.instagram.com/althea_retreats)



Social Media & Digital Marketing

Instagram: 14.2 k followers

Engagement rate: 15.5 %

Newsletter: 2.2 k subscribers

Website: 50 k visitors/year

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