

FASHIONNEXT



Bow & Needle interviews Jamie Hayes

What is the best part of being in the fashion industry?

The best part of being in the fashion industry is being able to be creative and to use that creativity as a source of income. Fashion is about collaboration and self expression. Fashion exists in museums and just as importantly and powerfully in the streets-very versatile.

What is your opinion on ethical clothing?

I believe all clothing should be ethical. Clothing should express who you are but should not harm the earth in doing so. Clothing should not be disposable and should not be made in sweatshops.

How do you think the fashion industry could improve?

Clothing should not be advertised to make women feel bad unless they buy said item. Additionally, there should not only be one type of body. Women come in all shapes and sizes and the industry should reflect that.

How has being a mentor helped you?

Being in an industry or running a business, it is easy to become negative or bored. Seeing young teenagers so excited and enthusiastic about fashion and the fashion industry is a sort of wake-up call to mentors and definitely has a positive effect.

How does your work reflect your personal taste?

I am a maximalist, and I reflect that in my designs. I believe that more is more and I like print-on-print outfits and bold graphics. My work reflects my ethics as well.

How are your clothes different than other designers?

I am a producer of ethically-made slow fashion. Additionally, I create my own prints- this takes longer, but it is worth it. Fashion is not just about the garment, it is about the process and all the steps it takes to create the piece. In the end, taking the time to produce pieces in quality pays off.