

# LADY FARMER

Founded in 2016, Lady Farmer was formed in response to the growing movement of women who identify with nature and its cycles, simple comforts, tradition and sustainability. Mother-daughter duo Mary & Emma Kingsley joined forces when they realized they shared a need for more ethically produced and sustainable clothes that fit their lifestyle. They wanted pieces they loved that they could wear over and over again, wearing in - not out. They wanted pieces that were multi-faceted and functional. As farmers, they quickly made the connection between food and clothing as two commodities that begin as a seed in the ground. Like the growing consciousness around food and the importance of our food sources, the burgeoning awareness around sustainable fashion is as timely as it is necessary. They've coined the term "farm-to-closet" as they make these connections between the earth and the clothes that we wear.

Sustainable and regenerative agriculture is important to Lady Farmer because it is important for the materials they source. Every item in their inaugural "Essential Collection" line features hemp, an important fiber choice for functionality, durability, and sustainability. As it is an essential part of their supply chain, Lady Farmer looks to expand the use and domestic growth of this crop, as well as any kind of regenerative fiber farming.

The Lady Farmer community of women is invested in real change – in themselves, their families, and their communities in a way that is accessible on a daily basis, from what they plant to what they eat to what they wear. The fashion world is one that is run mostly by women - making sustainable and ethical fashion not only an environmental and humanitarian issue but namely a women's issue. Lady Farmer looks to see our clothing through this light as a way to bring awareness to an industry that very seriously needs to change.

Lady Farmer is looking to launch via Kickstarter on September 28th, 2017. The Kickstarter campaign will serve as a pre-order system, as backers will be able to claim their piece of the inaugural Essential Collection line to add to their sustainable wardrobe starting Spring 2018.