Fairtrade America Magazine Design

Print and Digital Versions

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Goals/Objectives

The goal of this assignment was to create a creative and engaging magazine cover and three spreads for Fairtrade America. The magazine should be available in both print and digital formats. The magazine article educates readers about a topic that relates to Fairtrade. The objective is to make readers want to read the articles which will help them learn more about Fairtrade and to support its cause.

Final Masthead



Tagline

Speak up for Fairtrade

Print Magazine Version
Front Cover



Image Heavy Opening Spread



Text Heavy Spread #1

OLIVIA'S TAKE ON SUSTAINABLE FASHION

We've experienced plenty of heartbreaks in the past year. From the trials of lockdown to the quiet struggle of daily life in a changing world, we're all in need of an outlet. Olivia Rodrigo, eighteen-year-old actress, singer, and songwriter seems to understand this perfectly—as her new release "SOUR" captures the teen-like frustration and excitement of a world anxious to start living again after being inside for so long. Armed with pastels and lyrics that feel eerily similar to our own notes apps, the artist has stolen the hearts of teen girls—and emotional folk—everywhere.



"I've spent the last few years trying to keep my clothing consumption as sustainable as I can. Buying second hand is so much fun, and sustainable brands like Reformation and Lisa Says Gah are to die for. It's really important to think about how everyday actions, like how you get your clothes, can affect our planet for generations to come."

For Rodrigo, expressing emotion is everything, and her authenticity shines through in more than just her music. In an interview with POPSUGAR, the teen sensation shared her feelings on fashion's impact on the environment. Like most of gen-Z, she got her environmental wake-up call through the media. "Lots of scientists say the fashion industry is the second most polluting industry in the world, right under oil. This was so shocking to me. Up until that point, my favourite thing was to go to the mall and buy clothes that were way too cheap and wear the item once." Taking a step back, she explains, it became clear that she had to make better choices for the planet and closet. Rodrigo's effort to reduce her environmental impact through fashion has not gone unnoticed. The artist is often seen rocking secondhand items from thrift stores and online platforms like Depop—much to the satisfaction of her fans and fashion-lovers everywhere.



OLIVIA'S REVERB AWARD

Singer-songwriter and three-time Grammy-winner Olivia Rodrigo became the fourth recipient of the Universal Music Group x Reverb Amplifier Award, recognizing "her outstanding commitment to driving positive change through her music, platform, and direct engagement with fans," according to the announcement.

WHAT IS REVERB?



Text Heavy Spread #2

REVERB SUPPORTS LOLLA



Since 2021, REVERB has partnered with Lollapalooza to execute their front-of-house sustainability volunteer programming. For the second year, REVERB has also coordinated volunteers for Lollapalooza's Guest Services ambassador programming.

ROCK & RECYCLE



WATER RE-FILL STATIONS



HOW TO FIND THE RIGHT BRANDS TO SUPPORT

True to her words, Rodrigo does the chicest of ethical high fashion in a shoot for Billboard—where she rocks a jacket and skirt set from Sami Miro Vintage and stunning vegan loafers from Koi Footwear. But it's clear that the average conscious fashion lover can't drop $600 dollars on an eco-friendly blazer, especially not the teens and young adults in Rodrigo's fanbase. With the plethora of clothing lines out there, however, finding an ethical brand at your desired price point should be pretty straightforward—once you've sorted through and researched all of them, that is. Lucky enough, the website and mobile app Good on You makes the search for the right clothing brand easier. In Cox's words "Good on You does all the work for you. It can be a complete minefield, but [the app] is the world's leading source of fashion-brand ratings."

The site uses expert analysis to rate brands based on their impact on the planet, people, and animals. All that's left for the conscious shopper to do is search up a brand they like in the Good on You directory. For those not sure what they're looking for but ready to make a change, the site even sorts brands by price range and clothing category to make conscious window shopping a breeze. Now, armed with a site that makes our wildest ethical fashion dreams come true, everyday conscious shoppers can feel good about what they wear and where it comes from. Whether your goal is to find comfy basics that don't break the bank and the planet's heart or to rock fun and quirky statement pieces—we can all agree that ethical fashion is

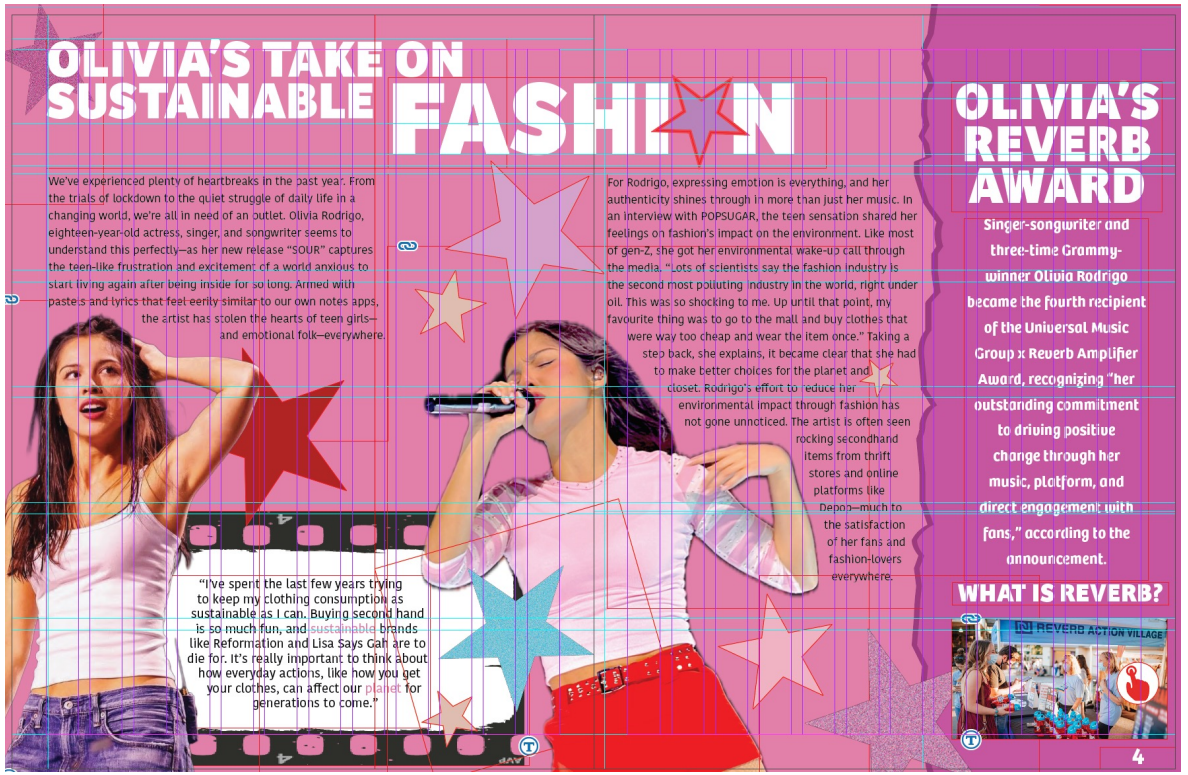
Good 4 U – and the planet, too!

"I realised I couldn't keep up those habits if I truly cared about the health of our planet."



Example of my grid on spread #1 & #2





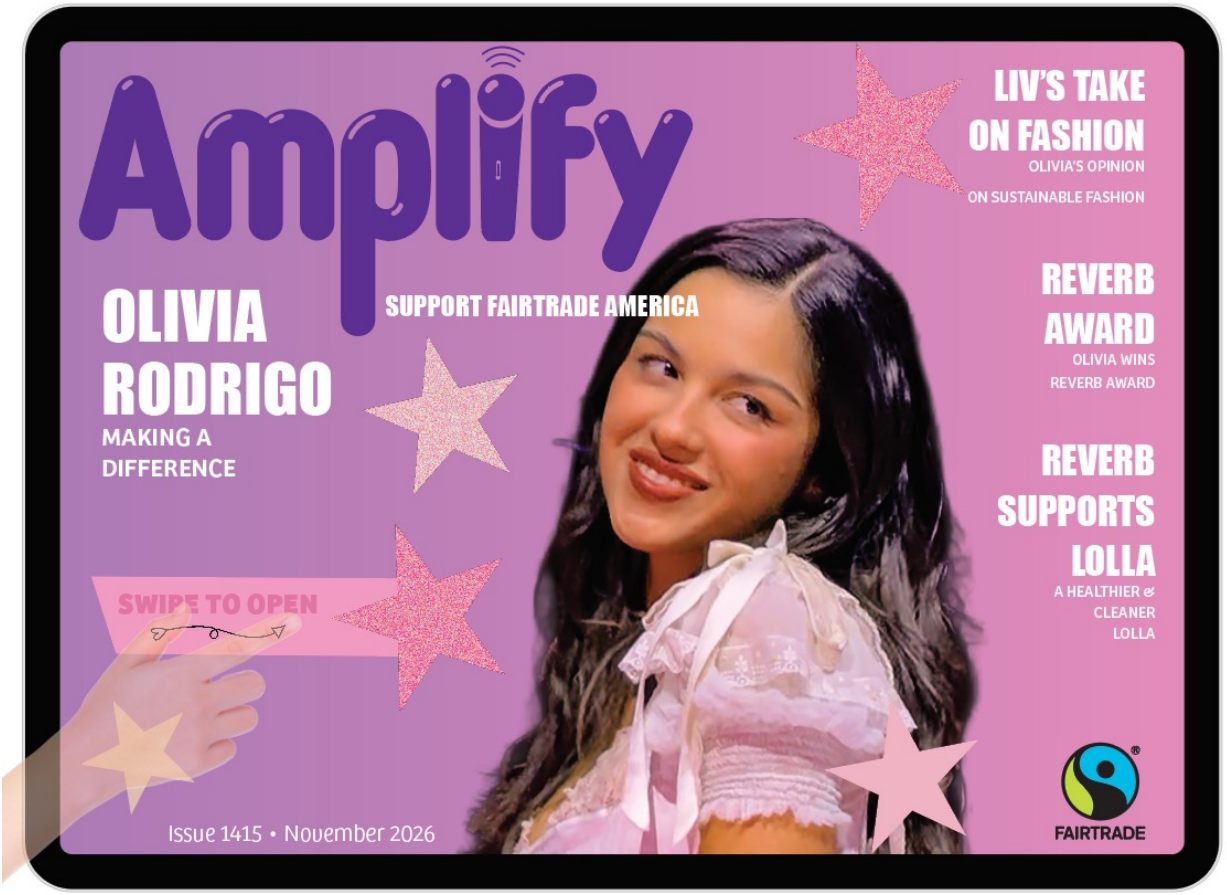
Example of my grid on spread #3



Tablet/iPad Magazine Version



Click on the Amplify app



This is what comes up after you click onto the app. Once you get to this screen swipe on the pink line with the star to get to the menu.

Tablet/iPad Magazine Version



You are now on the menu page. Navigate to one of the three shirts to select a category. When you hover over the shirts they will sway side to side.



After you've selected "FASHION" on the menu page it takes you here. When you're done reading click "Wanna learn more?"

Tablet/iPad Magazine Version





After you finish reading, click on the picture in the bottom right to learn more about the REVERB Organization.

That click will send you to this large pop-up window. Feel free to scan the QR code to learn more. To exit go to the star in the bottom left.

Tablet/iPad Magazine Version





After reading this slide, click in the bottom left corner to open a "pop-up window" talking about the REVERB organization X Lollapalooza .

This is the "pop-up window"