

ZIPPED



NIGHT VISION

By Zipped Magazine

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“EVERYTHING I DO IS FOR MY 17 YEAR OLD SELF”

VIRGIL
©ND70

I was in third or fourth grade when my brother gave me his old iPod, which was preloaded with tracks from The Black Album by Jay-Z, Encore by Eminem, and Tha Carter II by Lil Wayne. At this time the only music kids my age listened to was whatever late-2000's pop music was playing on the radio, so lyrics about brands I couldn't pronounce or cars I thought only existed on screen savers were extremely intriguing to me. By the time I got to fifth grade (and discovered YouTube to MP3 converters) the iPod was equipped with the discographies of artists like Kanye, A\$AP Mob, Kendrick Lamar, and all the other early 2010's heavy hitters.

I quickly became fascinated with the genre not necessarily just because of the music, but rather the culture that surrounded it. Around this same time brands like Supreme, Yeezy, Off-White, Bape and Vlone were all at their heights of their popularity, and since I could never scrape together enough birthday money to grab a box logo hoodie or pair of 350's on release day, I had no choice but to watch the game from the bleachers. I studied it intently.

Watching Lil Yachty buy infrared 6's on the Round Two Show in 2016 while Wu Tang played in the background felt like a perfect synthesis of all of my interests packaged into one video. Gunner Stahl photos of Playboi Carti in a Vlone tee made the brand feel directly connected to the music. VHS AWGE DVDs of Metro Boomin making beats out of a Rolls Royce while Rocky and Uzi freestyled over them felt organic and unadulterated. Cole Bennett and Dexter Navy music videos made the music secondary to the artistry of the visuals. Fashion designers and fine artists like Virgil Abloh, Nigo, Cynthia Lu and Daniel Arsham were just as impactful on the culture as the recording artists.

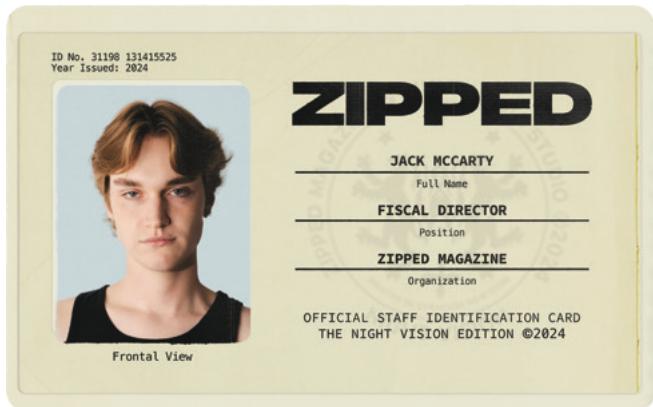
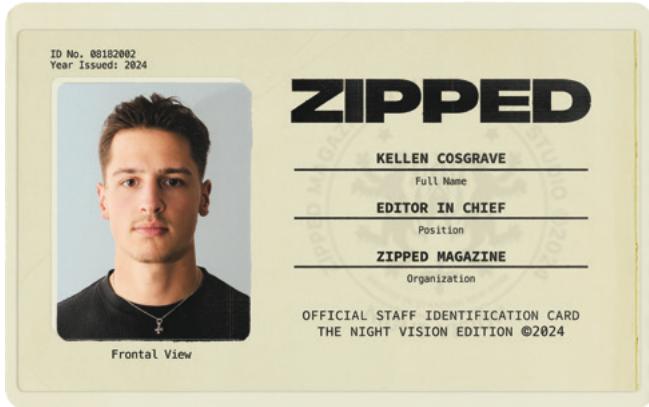
Everything was so tightly intertwined; the clothes, the music, the YouTube videos, the photos, the personas. They all worked together to create a complex cultural ecosystem composed of things that were unrelated yet completely dependent upon one another. Music, streetwear, analog media- I consider these things to be my first real influences, the foundation of my creative identity.

In a world where we're inundated by new trends and influences at such a rapid rate, the concept of creative authenticity becomes increasingly ambiguous. It's sometimes difficult to determine which of our interests are intrinsic to us, and which are mere reflections of our contemporary cultural zeitgeist. Cyclically subscribing to trends isn't inherently a bad thing, as the process elicits growth, but nonetheless I think it's important to identify what got us so excited about our passions in the first place. Nowadays we get so caught up trying to be someone else, or fit into a certain aesthetic that we lose sight of the things that truly resonate with us the most, devoid of any external influences. Find what actually inspires you.

As per my prior sentiment, the Night Vision edition is somewhat of an homage to pieces of this culture that I grew up on and obsessed over for a decade; candid street style photography, VHS videos, hip hop music, and streetwear. Within this issue I wanted to capture the fundamental elements and ethos of this culture through youthfulness, organic imagery, and using music and videos to create a world that connects to the physical magazine you're currently holding in your hands.

To experience this world in its entirety, use the Spotify code as a soundtrack to the visuals, and scan the QR codes on each section for a more thorough glimpse into the corresponding photos.

Peace,
Kellen

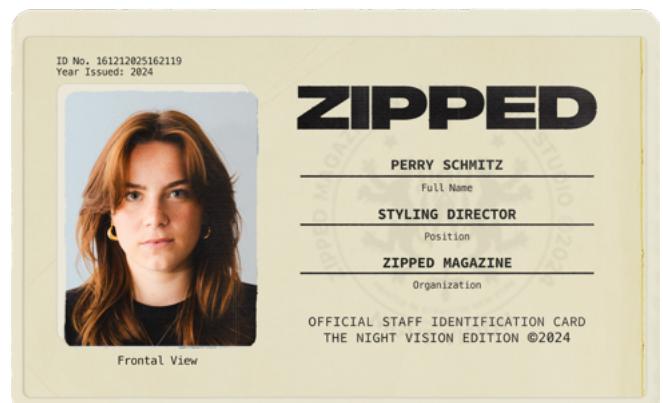
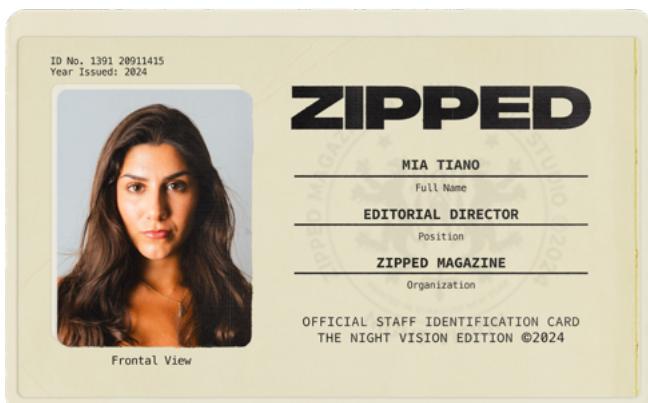
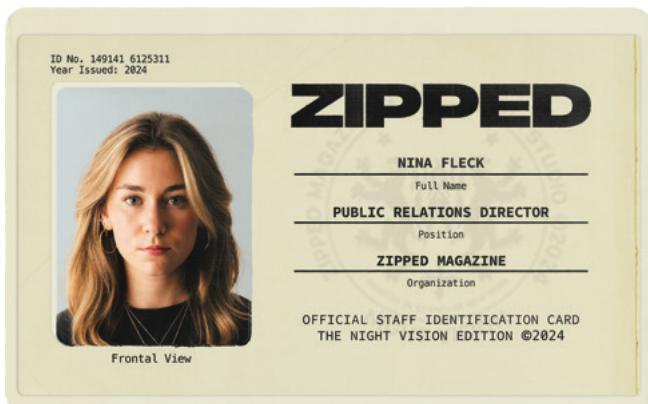
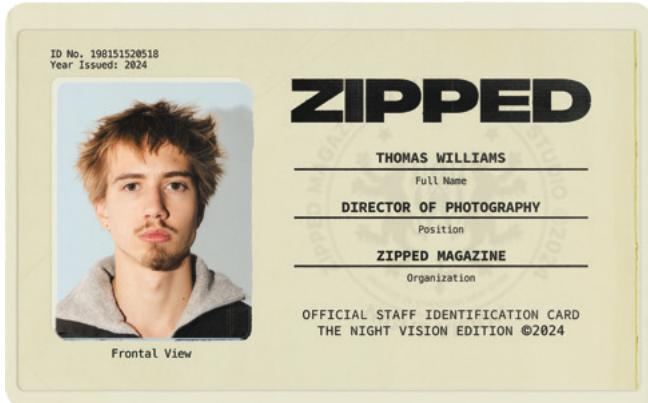


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When Fashion Hits the Fast Lane

By Lauren Sorabella

In recent years, style and speed have collaborated into an unlikely friendship. Famous fashion houses are opting to create collections with luxury car brands, optimizing material exclusivity. However, these collections go beyond high-end names and branding, fusing together the craftsmanship, design, and aesthetics of fashion and automobiles into a singular concept.

One intriguing collaboration was the 2020 campaign Kith x BMW. This duo stemmed less from aesthetic likeness, but more from the childhood nostalgia of Kith founder Ronnie Fieg, who had fond memories of taking joy rides in BMW's 1989 E30 M3 model with his grandfather. Due to Fieg's sentimental connection with BMW, they created a 94-piece collection including sweatshirts, joggers, robes, race car and leather jackets, etc. with the iconic BMW logo circled by Kith. On BMW's side, Fieg helped rebrand his beloved 1989 E30 M3, decorating the hood and trunk with the Kith x BMW emblem, with a new leather interior embossed in the Kith monogram.

Fashion and cars have one main thing that combines them: they are both forms of art. The late Virgil Abloh, creative director of Louis Vuitton, collaborated twice with Mercedes-Benz on concept cars. Project Geländewagen was a collaboration between Alboh and

Mercedes-Benz chief design officer, Gorden Wagener wanting to turn Mercedes' exclusive G-Wagen into a racing car. They "stripped" the car and then installed details imperative for a race car including racing seats, exhaust pipes, racing tires emblazoned with Geländewagen, and a seat belt with both their last names, while keeping the exterior integrity of the G-Wagon.

Alboh's automotive venture was inevitable for him in his lifetime, "My career trajectory started in design in a more traditional multidisciplinary sense, within architecture and engineering before I (started in) fashion. I look at my work as metaphoric – what can exist in different disciplines of design, how you can form a new design language, and engage a younger audience, across icons, using some different techniques and investigations."

A creative such as Alboh was someone who appreciated how ingenuity across all fields could maximize inspiration. That's why Mercedes-Benz decided to collaborate with him again, introducing another concept car designed by Alboh, Project Maybach, posthumously. This car combined the luxury look with the "outdoor adventure" aesthetic, two ideas that are usually opposing. The electric car is built from scratch and has many futuristic details

such as transparent solar-panel hoods and all-terrain wheels. Mercedes-Benz also collaborated with Off-White, the brand Alboh founded, creating a limited-capsule collection of t-shirts, crewnecks, racing gloves and baseball caps homaging to the Maybach project and Alboh himself.

A recent collaboration is Aimé Leon Dore x Porsche, who just launched their third release together. The collection includes the sleek Porsche 993 Turbo, a sports car with a dynamic craftsmanship combining sophistication and vintage with a green, modern exterior that is immediately sexy, to the brown suede seats and dashboard of the classic Turbo from 1994. The capsule fashion collection between the two brands pull off edgy and preppy, mixing leather jackets and racing gloves with rugby polos and button-ups creating a diverse collection for the entire upper echelon.

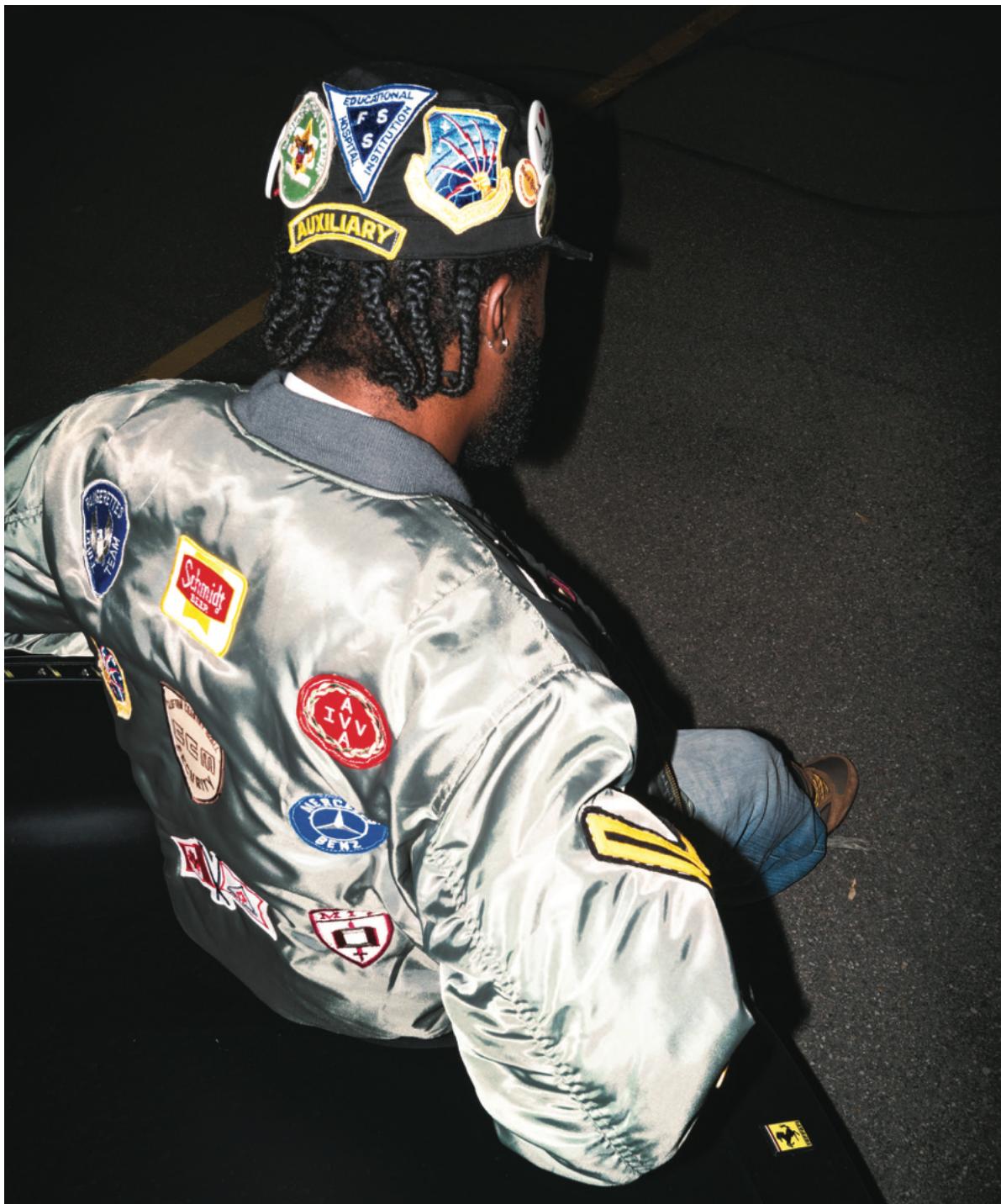
The amount of projects that stem from the intersection of fashion houses and automobile manufacturers is endless. The possibilities between the two entities to create art and promote their brands are plentiful and it combines the aesthetics that people are proud of most: their wardrobe and their “whip.” However, it is important to note that many of these collaborations are unattainable for the general public for they are producing luxury, special-edition cars which are not everyday purchases for everyday people, and wardrobe pieces that come in around the 1,000-2,000 dollar range for a singular item. Despite this, these collaborations continue to captivate audiences, serving as aspirational symbols that redefine the boundaries of both industries.



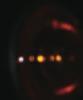


































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ZIPPED MAGAZINE

Sound Meets Style: The Fusion of Fashion and Underground Music

How local Syracuse group LATEX merges music, fashion and community through creativity and collaboration.

By Stella Ringblom

The world of fashion is limitless and can intersect with other industries, such as music, highlighting that fashion finds a corner within every part of the world. Fashion reveals information about an individual through its ability to act as a form of expression. The connection between fashion and underground music has evolved into a powerful movement that's reshaped self-identification. Local Syracuse music group LATEX leads this movement, working to integrate music with fashion and create a safe space for individuals to express their true selves through music and fashion.

LATEX comprises eight members from Central New York: Mohamed Djibrilla, Jon Rounsville, Taylor Kirschenheiter, Keith Kuss, Carmen Spinoso, Ken Mathias, Noah Jordan-Williams, and Kyle Korbas. It was started three years ago with Thorden Underground. All music-related events take place under the LATEX brand.

The brand name was randomly discovered. The team loved that Apple's brand name has nothing to do with the concept of technology and wanted to embark on the same route.

"We wanted something that makes your head snap. When we were on our call brainstorming, one of us said 'latex,' and we all laughed it off, but as we kept saying, 'latex,' 'latex,' 'latex,' the name

stuck, and we decided to keep it," says Carmen Spinoso, also known by his stage name WXRM.

Thornden Underground, an off-campus venue on Madison Street, hosts hardcore techno events hosted by the LATEX team. At night, the house transforms into a New York City club scene where Syracuse locals and students gather to share their passion for music.

Each member of LATEX has created music videos and albums and hosted shows. They also have individual roles within the company. The group has a good balance between juggling their individual careers while still contributing to LATEX's overall collective vision.

"We all have different roles but feel like we're moving as one unit. Even though we're all separate and have our own brands, we don't hold it against each other. It's all very open-minded, which helps us move fluidly," says Spinoso.

Having separate brands within the company helps reach a larger audience, too. "We all have separate lives, but we use that to broaden our audience. We want to be welcoming towards anyone, and the whole point of why we started was to bring experience to people, and we want them to feel like they're part of something," says Spinoso.



The members of LATEX have a strong bond, and their faith in themselves, each other, and the brand allows them to continue growing their success. They share the goal of bringing life to a smaller city like Syracuse.

"I'm not from Syracuse, but the rest of the group is, and I fell in love with Syracuse through them. I believe in the city because they do, and I now feel like I'm part of it. We want to bring energy and experience to the city," says Leo Chapters, member of LATEX.

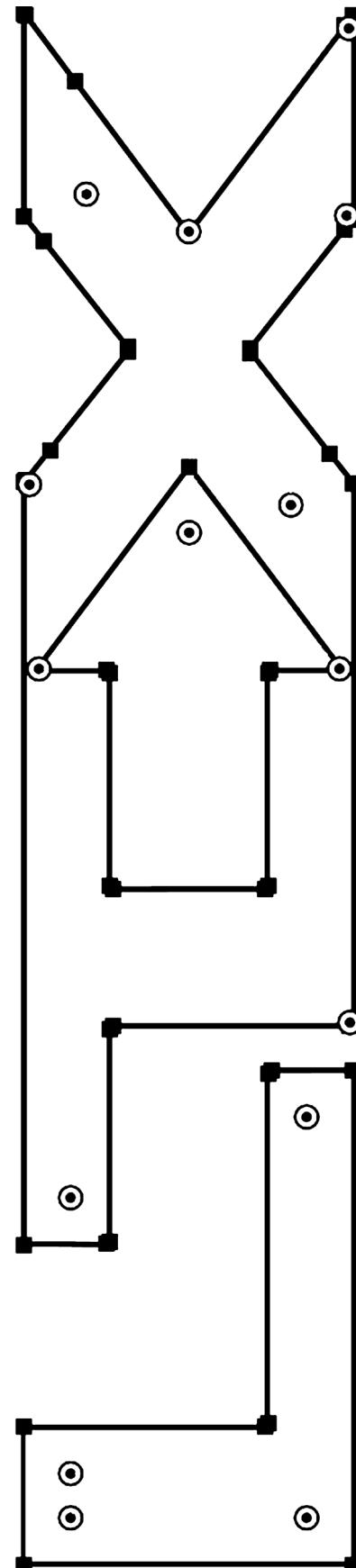
Their first office was in the back of a mall, where Keith Kuss worked at a poster shop in high school. They started printing shirts and giving out free goodies. When COVID-19 hit, Kuss lived in New York City but later moved back to Syracuse once the pandemic started to slow down and brands could throw events again. Their event at Funk' n Waffles helped them gain attraction, and around 2021, they officially named the brand, continued to do events, and started Thorden Underground.

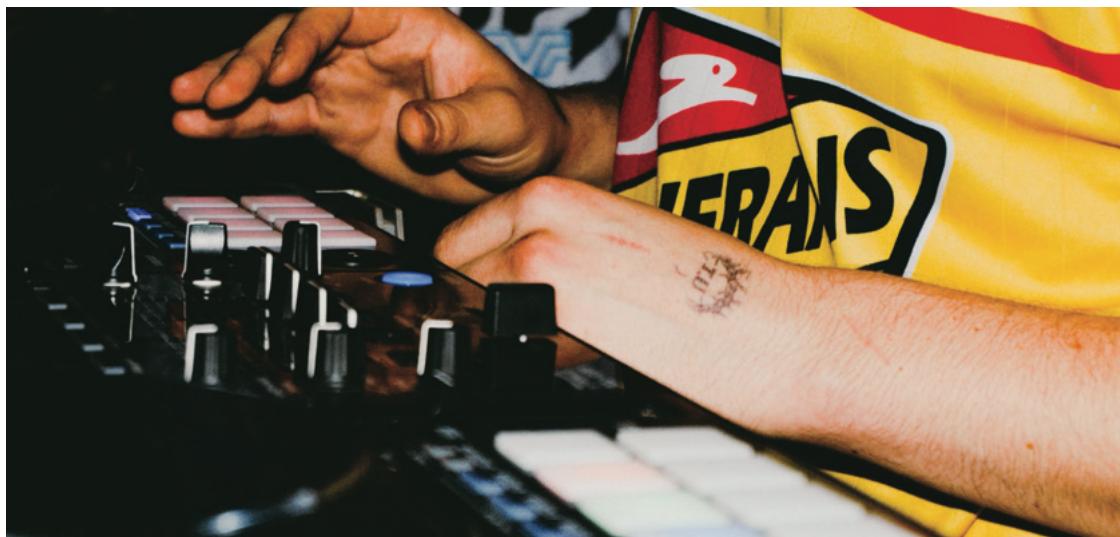
While LATEX is not a fashion company, the group has been making clothes since 2017, when their brand was known as "Law Studios." However, the team has taken a break from creating clothing.

"Since the revival of LATEX, and now having created a community and following, we thought it was a good time to come out with merchandise again that represents a little more of our current flavor," says Kuss.

Instagram acts as Kuss' personal Pinterest page; all the inspiration for the merch drop is credited to underground designers on Instagram. Although he intends not to copy anyone's ideas, he finds that recreating pieces he's seen on social media makes the best final products.

"Nothing is completely original, right? I try to put my





own taste in the designs I like. I'm not trying to reinvent the wheel; I'm just trying to put something that represents us correctly. I think our merch specifically shows you can do whatever you want," says Kuss.

LATEX primarily attracts people who haven't ultimately discovered their identity or don't associate with a specific crowd. The clothing created is inspired by what's seen on social media and what the crowds at Thornden Underground wear. "Our brands attract people that don't currently have an identity. We attract those who don't have a home, per se," says Kuss.

Whether hosting a music event or creating unique articles of clothing, the motive behind LATEX is to cater to any community and build a business in a city like Syracuse that's not necessarily known for possibilities.

"The brand itself represents opportunity, at

least here in Syracuse. We have gained the reputation as those kids who are getting together and doing something great, but also doing whatever we want," says Kuss.

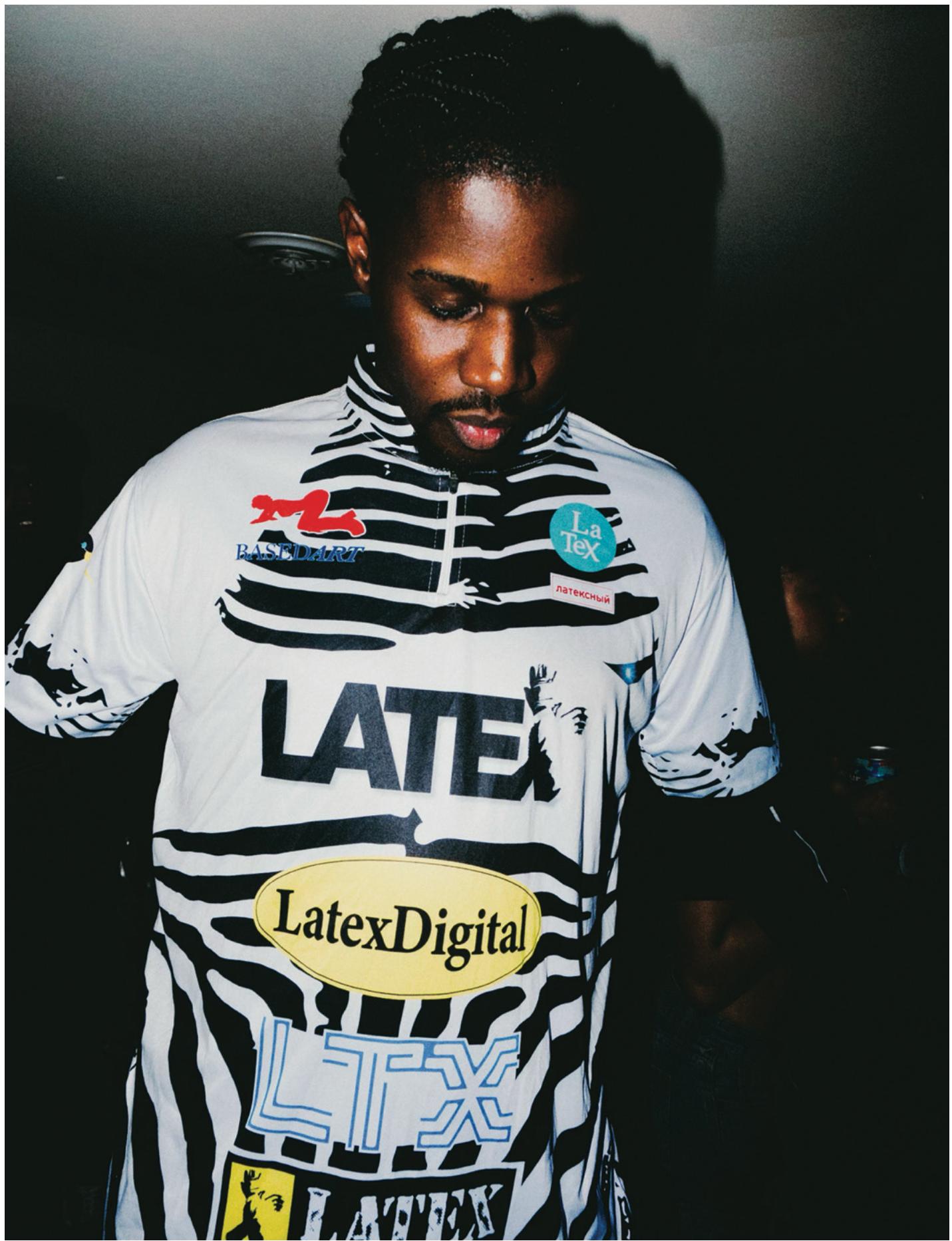
The main goal of each event is to create an environment for everyone to have a good time, even if you don't have a passion for EDM music.

"I ask everyone the same question, 'What is your goal when going out?' Most likely, they respond with, 'I want to have fun,' and if there's anything I can promise the audience, they'll have fun even if they aren't into the music we're playing," says Chapters.

Moving forward, LATEX is hoping to expand its brand. "We want to start to branch out in our geographic reach and expand upon what we already have and elevate the experience while slowly broadening our reach," says Spinoso.

















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Fashion and VHS is at its Most Authentic with @shotbyfaces

Ben Smith, @shotbyfaces, gives Zipped an inside scoop on his background and his virality.

By Kylie Gorsky

“Look, I have a Vision,”

Ben said as he turned to his best friend Jason as he picked up the camera he got for his birthday, the outcome being 100,000 views on their first YouTube video. Jason now goes by @jrxedits, and Ben, @shotbyfaces. Ben Smith, 27, is a videographer based in London who built his platform “working from the ground up” after attending university.

After graduation, Smith started work with Cold Hours, a fashion brand with over 70k followers on Instagram, which is where his roots of VHS sprung, making TikToks rake in 20-30,000 likes. The content creator was not drawn to this style of analog video, but rather “the authenticity it provided” and giving people “the ability to feel like they’re remembering a lost memory.”

Growing up in the heart of UK culture, with his mom working on various campaigns for designers, musicians, and artists, Smith had an undying passion for the creative industry from a young age. With 33.3k followers on Instagram to-date, his profile only continues to grow.

In curating videos for various public figures, brands, and musicians, he finds that he values the escapism of fashion most. With the experimental nature of

fashion, street style serves as a constant aesthetic in his content, providing the unique ability to mix and match retro and ultra-luxury pieces. “People just love seeing other people looking good and happy; that’s because of digital media... it’s a dopamine hit.”

“Style is the first thing people notice, and it’s not to be taken for granted,” Smith continues, explaining that he won’t start a shoot if he doesn’t like the looks set out. His constructive perspectives have helped him build a repertoire with others who can appreciate his artistic vision. His platform and creative studio have provided a means to work with designers like Tommy Hilfiger and Nike.

When sourcing styles for his videos, Smith calls the process “gruesome” but acknowledges that it “is the one key thing that is a difference maker in a hit and not a hit.” When roaming the London streets, he looks at people walking by through a different lens, where he is a creator first and then a consumer. “Anytime I see anybody in something nice, I’m ready to buy it off them. It’s as simple as that.”

Streetwear’s rise in popularity boils down to it’s appeal to the youth, typically the demographic Smith appeals to. “It fits perfectly with what I’m

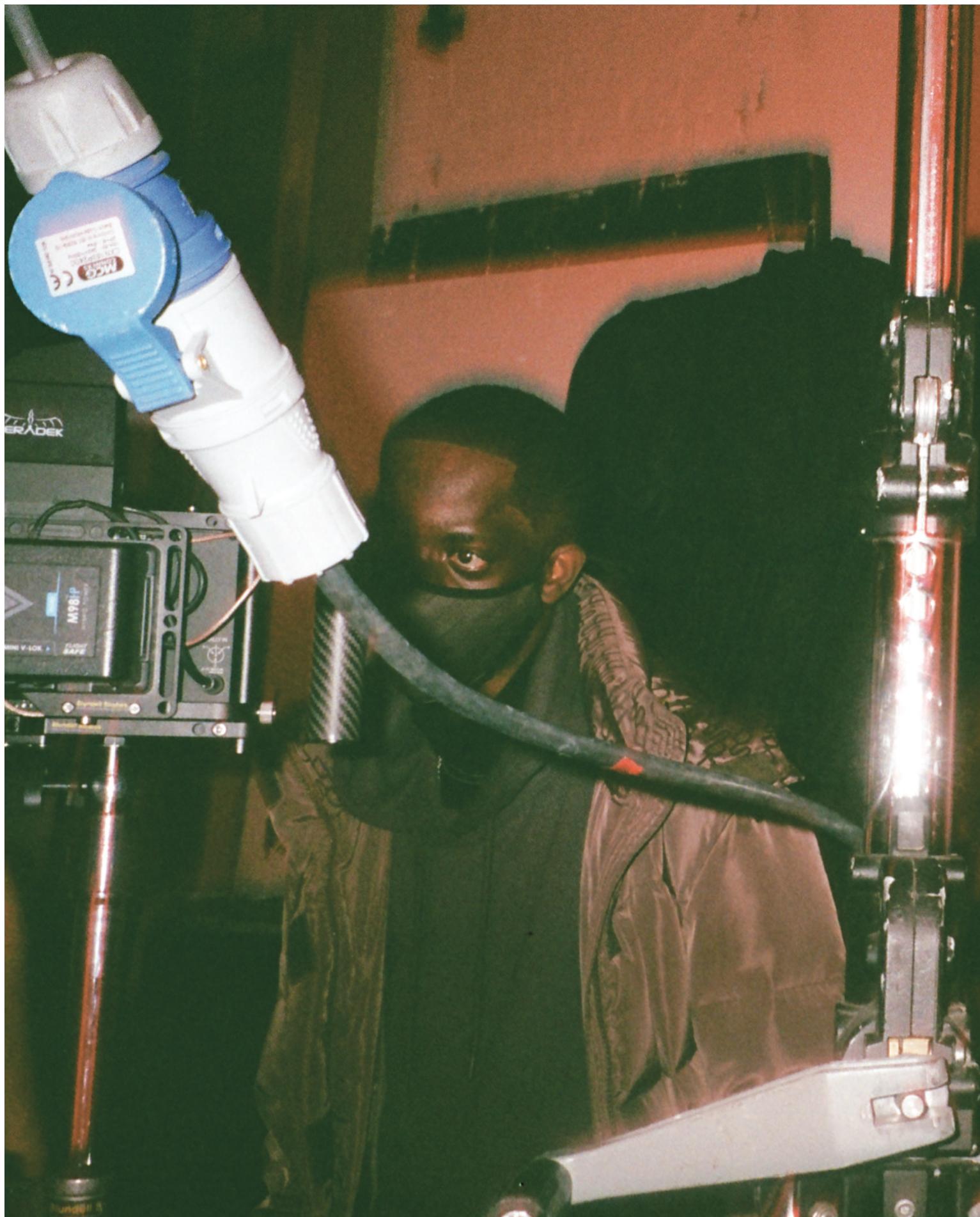


doing because the origin of what I do is the feeling of authenticity...I am able to present flavor of the recipe instead of changing the taste," Smith says

With his primary goal of creating relatable content, the intertwining of his contemporary media forms and choices of streetwear is inevitable and seems to be a driving force of inspiration and success for the young visionary.



@shotbyfaces emphasizes authenticity and creativity. Style is a core element of self-expression and is an essential aspect of his story telling





Flash + Fashion: The Evolution of the Fit Pic

Social media provides new grounds for the fashion landscape through an accessible and diverse curation of brand awareness.

By Kylie Gorsky

Like every other day, the blissful glow of the Syracuse sun beams into Grace Pearce's room as she twiddles her thumbs, looking for new fashion inspiration before she has to get ready for her day. Finally, she lands on an outfit that she finds appealing and puts her stylish spin on it. As she rushes out the door, she performs the most essential part of her morning routine: a fit pic.

With the rise in social media, fashion has taken on new meaning, as online distribution makes a low-key outfit public in seconds with the "fit pic." Whether a quick reel, simple selfie, or long-form piece, it's nearly impossible to escape fashion trends niche to your social feeds. Now, budding and A-list designers can put out a global showcase by simply sending their pieces to influencers and ordinary users, who make the world of social media go around.

In turn, personal style becomes public with one social post, allowing fashion to unify generations and billions globally. An inside peek into users' closets is a game changer for different brands, with a newfound ability to shape perspectives and drive brand awareness. Ben Smith, a London videographer who goes by @shotbyfaces, creates analog-style content with various influencers, designers, and artists, curated outfits that feed into streetwear aesthetics.

Carefully pieced-together ensembles have allowed influencers to pose as fashion icons, creating grounds for expanding the fashion landscape through

their platforms. Smith says, "[brands] use the influencer(s) to be that middle ground in terms of someone [followers] can relate to, and build a narrative for their targeted consumer."

"Fit pics" are not limited to the iconography of influencers, as a showcase of unique styles globally comes through in different forms. Smith's style of analog media, as well as owned media distributed by different fashion houses, typically featuring models or A-list celebrities. Regardless of how it's done, the goal is to create hype and popularity by grabbing user's attention in different ways.

One of the most prominent examples is the seasoned pro-Simon Porte Jacquemus, recognized for some of the unique media positionings of his famous Parisian brand, *Jacquemus*.

His team takes to the small screens with light-hearted daily moments, featuring branded products

—of abnormal size and everyday objects—enhancing recognition of his classic looks and branded logo. "If it's cute on Instagram, it will sell. This is just the world we live in," Jacquemus told W magazine, which names him "Instagram's favorite designer."

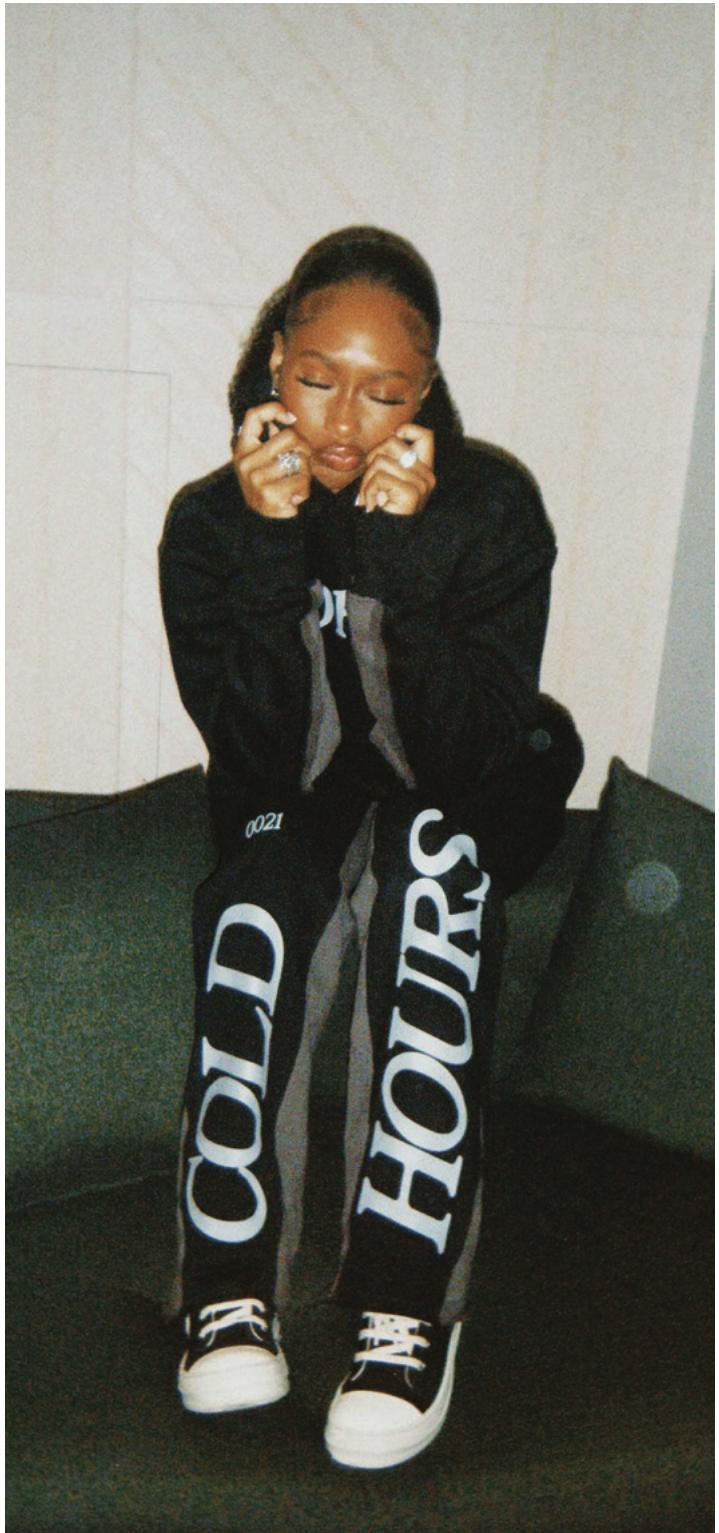
"It's the trade-off of privacy" that draws people in, says Smith. It's difficult for a brand to represent itself through text or solely BTS footage. With the integration of social media, there is a newfound

ability to distribute creative visualizations to build a label's iconography.

Couture houses typically churn out professional content, whereas, in the contemporary streetwear world, media allows for the recognition of blending various labels, whether current or vintage. Scrolling through "fit pics" is constant and cyclical, allowing users to find inspiration in all web corners.

Smith acknowledges fashion as "geographic," where forms of streetwear might appear different in parts of New York compared to parts of London. Creating hype for a brand relies heavily on its exposure on various media platforms, which users take inspiration from and are more inclined to follow for new drops. While some contemporary streetwear brands are under wraps, social media has propelled their culturally expressive nature to all corners of the globe. Brands like Supreme and Palace are notable in high fashion, and social media provides a means to collaborate with classic couture houses such as Vivienne Westwood, prompting further media attention.

Gaining public trust and unity on trends through "fit pics" or short-form videos creates an undeniable virality that labels everywhere depend on to stay "in the know."













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Remington Guest and Heather Haber Want to Be Your Friend: The Story Behind Advisory Board Crystals

Co-founder Remington Guest talks passion, authenticity, and why the brand's success is about much more than selling clothes.

By Mia Tiano

If you were to ask me to describe Remington Guest, co-founder of Advisory Board Crystals, I'd say he's remarkably down-to-earth. Despite his brand's meteoric rise and its features in Vogue, Guest remains refreshingly humble. Rather than talking about the accolades or the success of his business, he's more inclined to ask questions about you—about your creative journey, your passions, and what drives you. For him, it's never been about the brand name or the fame. What truly matters is the process—the satisfaction of seeing his visions come to life through his designs. To Guest, it's the outcome of his work that holds the greatest significance, not the recognition that accompanies it.

Advisory Board Crystals, founded by Guest and his partner Heather Haber, began as a passion project—an exploration of their shared fascination with crystals and their aesthetic potential. What started as a side hustle soon turned into a full-fledged brand that blends spirituality with high-end fashion. The duo's designs are known for their unique creations, often

incorporating hand-selected gemstones into wearable art that conveys a sense of both luxury and groundedness. While the brand has become synonymous with a certain level of exclusivity, Guest remains grounded in his mission to create pieces that resonate on a deeper level. "I just make things happen," he told me.

When I asked Guest what makes him such a successful entrepreneur, he immediately retracted the title with a humble laugh.

"We don't think we're entrepreneurs," he said. "We don't look at ourselves as business people. We're just creatives that now kind of have a business, and we run it that way."

Advisory Board Crystals has collaborated with renowned brands like the NBA, Swarovski, Kith, Nike, and Guess - to name a few. But Guest emphasizes the importance of working with brands who share the same morals and creative visions, and also working alongside people who are enjoyable to be around as a friend over



anything else. Guest and Haber have turned down significant opportunities in the past, mostly because they believe timing is everything, and some partnerships simply don't feel like the right fit, no matter how big the brand or the offer. Guest believes that the best partnerships occur when they happen organically and authentically. When the two meet another creator that they really get along with, their relationships are a priority, even if they don't end up working on a project together. Guest explains that they're notorious for working on projects "longer than a timeline should take," blaming it on his need for perfectionism. Guest believes that this pushes their partnered companies and teams far beyond what they're used to.

"We're just not how everyone else kind of functions, whether that's good or bad enough, at least we're different," he says. "We don't say yes to everything, because it has to be a very personal brand for myself. But it's also cool to

see how things change. I mean, we've turned down so many different things because I didn't like it at the time. It just has to make sense in our mind."

Guest describes himself and Haber as a Yin and Yang. While he admits that many clothing entrepreneurs get their foot in the door by making connections to people in the industry, he explains that Haber and himself worked their way up by themselves. With different backgrounds that both lead to an underlying love for fashion, Guest originally wanted to do social media, while Haber always knew that she wanted to go into the design realm. Guest laughed, telling me that he dreamed of being a college dropout like Steve Jobs because he was ready to get started on passion projects. Guest started to learn more about the fashion world while working as a model in New York, ultimately becoming a catalyst for the beginning of Advisory Board Crystals.

Technically, Guest describes, Advisory Board Crystals doesn't have any full-time employees. While the duo collaborates with partners often, they tend to work with freelancers when needing help on designs or collections. Guest acknowledges that his mentality with the brand has changed in the past nine years, but that his idea of a team has always stayed the same.

"We're just very capable individuals," he confidently told me. "If you're determined and you just know what you want to do, you can make great things happen."

With so many clothing brands originating from self-starters, especially post-COVID-19, Guest thinks that his brand is different because of the way they began, their motives for the brand, and their authenticity with their customers. "We were self-funded, we didn't come from money," he told me, but Haber and himself were okay with that. They more so cared about creating a meaningful brand that also could make an impact. Despite the Instagram's account having over 97,000 followers, he ensures to answer everyone's DMs and make himself available to customers. He says that the clothes make for talking points, ultimately creating a true community.

Following the idea of organic happenings, Guest also wants his customers to find the brand on their own. He doesn't pay for advertising, and he doesn't want the main motive of the company to be about having to sell clothes.

Guest told me about an article posted when the brand was still small in following where they were compared to Off-White.

"That was cool," he told me, but he was confused with the comparison since there was so much more to his start-up business; they didn't even have a functional website at the time. He was also surprised by the amount of press coverage that came his way, explaining to me that the best brands work out when there are little-to-no expectations.

"If you look at all the best things throughout history, like Disney, it's so famous because Walt believed in what he was doing, and it was a mission he wanted to take on. These artists believe that they're doing something that, if they don't get it out, they're going to explode."

As Advisory Board Crystals continues to evolve, it's clear that Guest and Haber are committed to staying true to their roots: a brand built on integrity, creativity, and a shared belief in the power of design to inspire. It's this mindset that has turned their passion project into one of the most successful names in the industry today.

"Why are we doing a clothing brand?" he asked me rhetorically. "Well, we're not going to Mars or curing cancer, but at the same time, there are these small things that are impactful throughout people's lives- like what you wore on the first day of school or when you met your girlfriend. We're just trying to bridge that, and make people think about something bigger."





I WENT FOR
A HIKE



I FOUND
CAVE

IT LED ME TO A CRYSTAL CITY
- AND THEN I FOUND MYSELF





SCHOOL OF THE FUTURE!



Advisory Board Crystals for Zipped Magazine
Featuring pieces from eternal youth collection
Fall/Winter 2024









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Line

THE NIGHT VISION EDITION BY ZIPPED MAGAZINE
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