

The Conscious World of Sténe Goya

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There are very few words that best describe the style and designs of Stine Goya, those words being vibrant, colorful, feminine, and eye-catching. Based on Copenhagen, Denmark this eponymous hallmark of modern Scandinavian fashion was established in 2006 by Stine Goya, and debuted at Copenhagen Fashion Week in 2007. The designer Stine Goya Hertz graduated from Central St. Martins, where she was exposed to a wide variety of national influences and her long life full of travel and cultural experiences reflect in her work and has been involved in the fashion industry for longer than two decades. The brand releases four collections a year, Autumn/Winter, Pre-Spring, Spring/Summer and Pre-Fall.

Goya is masterful in her use of color, shape, and patterns. Majority of her designs feature simple shapes and cuts, and definitely have functionality

in mind. However one notable constant throughout her collections is the usage of bright, vibrant patterns - some pieces can even have anywhere from two to five patterns and colors contained within, or the same pattern broken up into many different shades and hues of colors. Some pieces are strikingly asymmetrical, featuring contrasting patterns or ends that hang at different angles. Her clothes evoke a sense of playfulness and femininity that can be found in the muted pastel suits and the contrasting animal print casual wear alike, yet are still subtle and toned enough for a work day or fashion show alike. Accompanying boots and footwear are colored in soft pastels or alternate animal prints, yet still are designed to be practical. Loungewear, as a category, is somewhat more somber and toned down than her other pieces, yet there are still a few bright exceptions. The spring / summer 21 collection follows Goya's general



pattern - the theme being joy and celebrating joy in the everyday moments of life. This is reflected in the first drop of styles, as the colors are light, pastel and joyous, and the contrasting patterns are similarly child-like yet not childish.

As a fashion brand, Stine Goya is very transparent about their sustainability measures and practices. Stine Goya is very passionate about being as sustainable as a fashion brand can reasonably be. The website features information on how to better protect the lifecycle of a garment, and also details the alternative materials used along with how to care for the garment. Most of the clothing designed is intended to be kept and used for a long time. Stine Goya is also very candid about the materials and fabrics that go into the clothing, and why those specific choices were made. Some changes reported by Stine Goya are specifically about component replacements, like how they have replaced viscose (a plant based material made from regenerated cellulose fibres from trees like pine, bamboo, and eucalyptus. After being

spun, viscose has great colour retention, and gives garments it is in a soft, smooth and breathable feel) with Lenzing Ecovero viscose. Stine Goya uses Lenzing Ecovero viscose because it is derived from certified wood sources using an environmentally friendly production process that generates up to 50% lower emissions and water impact when compared to regular viscose and is recognized by EU Ecolabel because it has a significantly lower environmental impact throughout its life cycle.

Stine Goya also uses Tencel, which is a fiber made from the natural cellulose found in wood pulp. Tencel is fully biodegradable and produced via an advanced spinning process that has minimal impact on the environment and economical use of water and energy. Stine Goya also uses organic cotton and recycled polyester, in comparison to the less environmentally friendly alternatives (of



which, non-organic cotton accounts for 24% of the world's insecticide use and 11% of pesticides, and the use of recycled polyester reduces the amount of waste going to landfills, produces less air pollution and decreases the demand for petroleum as a raw material). By just these production changes alone, Stine Goya shows that the goal of being sustainable is not simply a market gimmick but a conscious choice.

Stine Goya is notable not only for these sustainable choices, and for its place in the fashion industry producing clothing that is feminine, eye-catching, and bright.