

NORRY MAG



PIG



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To
Manchester

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NORY MAG

SLOW FASHION. SLOW MEDIA. SLOW READING

EDITORS LETTER

Introducing **NQRY MAG** - Slow fashion. Slow media. Slow reading.

NQRY MAG is all about celebrating emerging creatives in Manchester, advocating for sustainable fashion and slow media. The aesthetic is deeply inspired by the Northern Quarter. The walls covered with years' worth of posters, random stickers dotted on every lamppost and scribbled graffiti on each corner.

By the way, I'm **Il-aria Vitali**. I was born in Leamington Spa, and am currently studying in London, but Manchester is where I thrive. This is my little shout-out and ohmage to the Northern Quarter.

Right, let's get this straight - Slow media is not anti-digital media. It's the rejection of mindless content. Slow media offers depth and context.

That is what **NQRY MAG** encapsulates... Well, at least I hope so. I created **NQRY MAG**, to allow readers fall in love with print as it is not dead! I love the idea that people will be able to physically pick my magazine up and read it. In a digital world, we need to relax, breathe, and read with no distractions. If **NQRY MAG** can give you that moment, even for a couple of minutes - I have been successful.

In this first issue, **NQRY MAG** delves into Manchester's flourishing sustainable fashion market. Offering an insight into how the designer **Jess O'Riley** transforms trousers from tattered tents, how the **Manchester Fashion Movement** was initially created and **Joseph Haggerty's** second-hand shoes for under £65.

Discover the founders of **Black**

Creative Trailblazers and their unwavering dedication to empowering black creatives and artists across Greater Manchester. The enterprise is not only about representation, but accessibility and mentorship.

Throughout this issue, you'll find conversational profile pieces, creative spotlights and photoshoots showcasing Manchester's emerging creatives. Take your time with it, have a break from your phone and enjoy a moment of slow reading.



ILARIA



VITALI

MAGS LINES



Molly Lines - also known as Mags

The Rising Creative Shares a Glimpse into her Story and Illustrations.

Molly Lines, also known as 'Mags' is an emerging illustrator from Leamington Spa, now living in Manchester. The 22-year-old offers unpacks what initially inspired her to draw, a chaotic art event and her signature style.

Growing up, were you creative as a child or come from a creative background?

Not really to be fair. I was creative, but not in school. I didn't go to college or uni or anything like that. But, I have always drawn.

Do you have creative people around you now?

No, they're more academic... Actually, that's such a lie. They're creative in the sense of acting and directing, which is cool. I've got my work mate too actually. She's really creative and helps me sell my prints and whatnot.

What pushed and inspired you to start illustrating?

Like I said, I've always drawn. It gets me out of my head. Then I realised, I'm actually okay at it. People liked my stuff so I decided to start selling it.

Where / how do you sell your prints?

I have an art account on Instagram and people buy them on there. I'm not very good at social media and I tried to sell on Etsy but its so complicated. I just started bringing my prints into the café I work at, as a barista. I bashed out like five of them and popped them next to the coffee machine where customers collect their drinks. People actually picked them up and loved them. I also sold them at a random art event.

Can you tell me more about the art event?

It was like, at a warehouse in Ancoats on the marina side. A friend of a friend hosts it. I turned up, there was a DJ, and the girl was absolutely out of her mind. My prints weren't even out on display. They were still in the back. So, I literally got my prints out, went round to all the people there and started selling them to the crowd. 'Cause it was an art event, no one was like "stop bothering me, go away." It was actually quite fun, and I sold quite a few pieces.

What are your favourite pieces to draw?

I like to draw my little character in different scenarios. Like cooking dinner, sitting on the toilet and stuff like that. Just boring, everyday things really. I love it. I've actually started doing a bunch of pieces with her in and I've just left the round Manchester.

Why do you always draw that character? Is it a reflection of you?

To be honest with you, I started tattooing myself and I came up with her. I didn't wanna copy anyone's tattoos, so I continued to draw her. It's just something I'm comfortable drawing. She's a little stamp of my work.

What are the next steps for you?

I'm gonna get my head down. I'm still tryna figure out how to get involved in the art world. I'm sticking to what I know, drawing. I need to bite the bullet and do something to grab people's attention.



At Affordable Prices

JJ

kicks

NORY

WASH!!

Joseph Haggerty

The Creator of JHkicks

23-year-old, South Manchester Local Quit His Job To Pursue His Emerging Business.

The JHkicks pop-up shop is located on the second floor of Afflecks, an indoor market known as the most iconic shop in the Northern Quarter. Upon arriving, you're greeted by the owner, 23-year-old South Manchester local Joseph Haggerty. The store offers a huge display of up-cycled shoes in every corner, a rack of curated jackets, and framed images of Haggerty's work. Joseph Haggerty secured the spot in Afflecks mid-March of this year; before that, JHkicks was only available online. "I took the risk and I'm still seeing if it's going

to be worth it." Due to the brand still emerging onto Manchester's creative scene, I wanted to delve into the brand and its beginnings.

JHkicks is a sustainable footwear shop that up-cycles shoes and completely transforms them back to new conditions. Flitting from the Fallowfield family home to North Reddish, Joseph Haggerty studied in Didsbury, where the first concept of JHkicks was created. He explained to me how he was always on the hunt to find inexpensive shoes at the age of 17, as he was unable to afford new

trainers. Due to this, he was constantly buying second-hand pairs. "They'd always come dirty, and I'd just clean them up so they'd look brand new". His new trainers caught the eye of his mates, which led to them asking for a pair. He charged his mate only £40 for a transformed pair of grey Air Max 95s, and that initial sale sparked the idea of creating a business, which is now known as JHkicks.

Son of a self-employed tiler and salon owner, "I definitely come from a creative background, but not in my



industry.” Both Haggerty’s parents, being successful small business owners, influenced his strong work ethic. His mum has her own salon, Urban Angels Didsbury, and his dad works for himself. “He takes pride in his work”. Joseph Haggerty began selling his trainers on Depop throughout school, college, and university. From October of 2024, his trainers were on sale in his mum’s salon, alongside his friends’ barber shops. Portland’s Barbers and Liv’s Barbering Studio. At the beginning of March of this year, he restocked his friend’s barber shop as he did every two weeks. He bit the bullet and walked across to Afflecks. After spotting a sign stating brands wanted, he knocked on the door and secured a space. “I just jumped on it really.”

He wanted to push the business as he was now working on it full time. “I always wanted a physical In his school days, Haggerty and his mates created a ritual of window shopping each Friday. Not to buy, but to simply browse. “I want

to make a shop that’s even cooler than the ones we used to window shop at”. Having grown up in Manchester, built a strong sense of nostalgia around Afflecks for him, hence the leap to locate his brand there. “It just made sense.” Alongside the sentimental aspect of Afflecks, the backdrops he chooses when creating his content often feature places he grew up and carry meaning to him.

I wanted to push the focus towards his creative process, from sourcing the trainers to selling them in the shop. “I am always, always, always online.” If Haggerty isn’t spending early mornings and late nights online, he’s attending local car boots and events to find new pieces to up-cycle. “It’s one

of my favourite parts of the process - literally finding things.” In his realm of work, having a good eye is vital. Each and every piece sold in JHkicks is completely unique. When Haggerty is sourcing pairs, “I do try to get mad colours that may not be for everyone, but I know one person will love them.” pairs, “I do try to get mad colours that may not be for everyone, but I know one person will love them.” He stresses how he believes there is a huge importance of individuality and the shoes he sells are made for people to stand out. JHkicks will always mainly be footwear-focused however, Haggerty has been integrating jackets into his stock at Afflecks. “Jackets are just something I love - My dad’s very stylish with jackets he



wears,” which led him to reflect on how he believes that if you’re from Manchester, there is a large culture surrounding jackets.

When speaking to Joseph Haggerty about his brand, the core takeaway of our conversation was that JHkicks encapsulates both affordability and sustainability. Each and every piece he sells is under £65, whether that be in store or online. “One Friday, them kids window shopping might actually afford to buy a pair. This is what drives JHkicks as a business”. If Haggerty sees a most-needed piece, he will grab it regardless of the profit margin. “I won’t be greedy - I am being authentic to how my business started.” The concept of the brand began when he



he was 17, it was based on affordability.

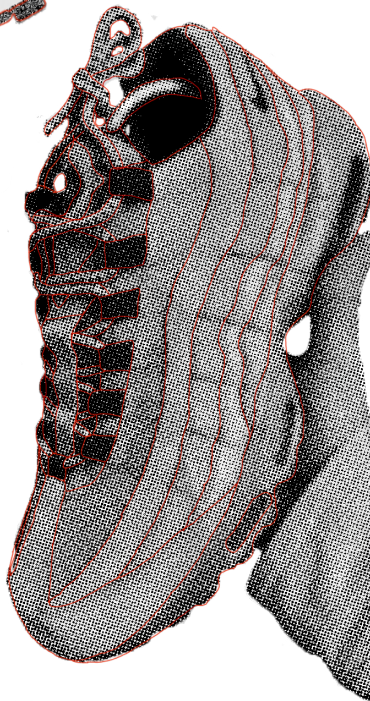
Haggerty was invited to the sustainable fashion week in Manchester, which pushed him to realise that JHkicks is not only about affordability. It is also accessible, sustainable fashion at a low price. Where I come from, people have bills to worry about. Sustainability is not necessarily a priority.” This puts into perspective how

sustainable and slow fashion tends to have a higher price point. “People think it’s selfish, but it’s not - When you’re being squeezed by everything financially, crazy overheads that increase each year with no rise in wages.” Haggerty’s price point is his proudest and the most important aspect of his business model, sustainable fashion, which is affordable.



“It ties everything together.” On top of up-cycling, JHkicks’ packaging is completely sustainable and recyclable. He brings in shoe boxes lying around the house to reuse and encourages others to drop off their unused boxes into the store.

JHkicks is still evolving as a brand with its latest venture in Afflecks. From selling the first pair to his mate, to running a store where he used to window shop at. For the time being, the Manchester-made brand is staying put in the Northern city. “It’s not even because I grew up here, I just love the city”. Manchester’s creative community produces pioneers of independent brands, and JHkicks is no exception. “If someone walks away buzzing with a pair I found and cleaned up – that’s enough for me.”





GUIDE TO THE NO

THE NORTHERN QUARTER NOT OUR MAG...



**Mackie Mayor
Smithfield Market
Hall**

Let us introduce you to an absolute staple to both tourists and locals. A buzzing, open brick food haul with a wide and diverse range of food vendors. It's a perfect place to people watch whilst you eat. From businessmen grabbing a quick bite to students starting their dissertation with a glass of wine in hand. It's an essential place to visit.

Opening hours:
09:00 - 22:00 Tues
to Sat.
09:00 - 18:00 Sunday.



**The Shoegaze Café
108 Tib Street**

The pop-up Café and vinyl shop fusion is here for a good time not a long time. Created as the landlord's passion-project, he decided to transform the space before a new tenant unfortunately takes over. Your choice of coffee is simply white or black with the addition of Mexican honey if you have a sweet tooth. The shop pays homage to alternative music lovers with vinyls hung and placed on

every corner. Alongside serving coffee and any vinyl you'd ever want; the shop also has film screenings if you wonder back in the evening.

Opening hours:
12:00 - 20:00 Mon
to Sun.



**Esea Contemporary
13 Thomas Street**

The only UK, non-profit art space that specialises in East and South Asian cultural backgrounds. The creative hub champions East and Southeast Asian communities. The two-floor cultural hotspot offers

drop-in exhibitions, contemporary workshops and even wine tastings. Immerse and educate yourself at Esea Contemporary.

Opening Hours:
10:00 - 17:00 Tues
to Sat, 12:00 -
17:00.



to leave with a new purchase.

Opening hours:
10:30 - 18:00 Tues
to Fri, 10:00 -
18:00 Sat, 11:00 -
17:00 Sun.



you're bound to stumble upon it. It's decorated with David Shrigley posters and stacks of magazines on every table. The shop offers an incredible collection printed publication, from local Manchester magazines to Andy Warhol's soup series. Pop into Unitom to buy a book, a magazine or even a TWEMCO flip clock.

Opening hours:
10:00 - 17:30 Mon to
Sat 11:00 - 17:00
Sun



Pop Boutique
64 Oldham Street

First opened in 1994, the emporium of second hands clothes, accessories and furniture is still standing strong. Immerse yourself into the organised chaos and discover pieces from the 50s to the early 2000s. Whether you're after puffer jackets, sunglasses or their iconic logo tees you're bound



Unitom
1a Stevenson Square

As a print magazine combatting the narrative of print is dead, we had to include Unitom. The independent bookshop and magazine store is located in the heart of the Northern Quarter. So





SPiRiTY

Max Ridings is Dropping His First Collection This Year.

Three years in the making, Holy Spirit is ready to be released

Since he could remember, Max Ridings wanted to create a clothing brand. The 21-year-old is finally about to launch his brand Holy Spirit. His brand is heavily inspired by Christianity with a streetwear style and will have limited edition collections. "It has been in the works for honestly, three years," he said whilst he shook his head in disbelief.

From the age of eleven, he was constantly drawing in a notebook. He recalled the first design he came up with, 'Dinks'. "It was short for Ridings, with a Z 'cause you know it was cool." His ideas grew from that. He bought a laptop and began to draw, design and decide what fonts he liked.

The first step he took to create his business was deciding on a name. Max

Max Ridings is a Christian and he wanted to incorporate his faith into his brand. He toyed with different ideas and names trying to figure out what to call it. He explained how he landed on the name, "I kept reading through the bible and I just thought Holy Spirit." With the name secured, he pushed his focus onto the garments.

Ridings loved streetwear and skate brands from Supreme to Palace, as that's all he wore growing up. The creation of Holy Spirit was heavily inspired by streetwear brands through style but also their limited collection drops. "I always wanted to tap into selling limited numbers, creating something unique." There is a sense of achievement when receiving a piece from a curated collection, he wanted to create that thrill through Holy Spirit.

Building from the idea of having exclusive drops, Max Ridings wanted the brand to have a story. He decided that Holy Spirit would encapsulate the story of the Bible, therefore the first collection being the book of Genesis. He designed the garments to be stitched with scripture, incorporate the traditional symbol of the white dove and crosses.

Designing his pieces for Holy Spirit came naturally to him, as his personal style is very streetwear orientated. The longest process of Holy Spirit was the creation of the garments. "It's a lot of back and forth," Ridings stated, "Talking to different people, manufacturers, suppliers the list goes on." When creatives are drowning in samples

and tech packs which aren't quite right it can be extremely discouraging. "It'll be so far off of what you wanted, you think I'm never gonna get there," he reflected. However, after trial and error, Ridings found a trusted network of people and the brand finally came together.

After years of dedication, designing and sampling, the first collection of Holy Spirit will be dropping in November. Rooted in faith and shaped by streetwear, the Genesis collection is the beginning of Holy Spirit.





HOLY SPIRIT

HOLY
SPIRIT

MANCHESTER
INTERNATIONAL
FESTIVAL
RETURNS

THE DATE FOR FACTORY INTERNATIONAL'S BIENNIAL SHOWCASE IS ANNOUNCED

From the 3rd of July, Manchester International Festival 2025 will be delivering 18 days of events, exhibitions, and performances across Greater Manchester. The acclaimed festival is a celebration of local creatives and global visionaries presenting their latest work. Hosted by Factory International, the new hub of Manchester's creative community.

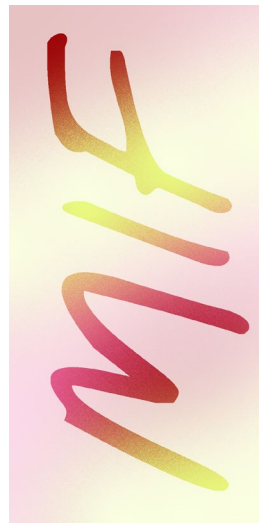
MIF25 is free entry alongside a plethora of events to attend across the three weeks of July. Solo and group exhibitions, sound installations, and live collaborative performances, both music and theatre. Factory International is now permanently housed in Aviva Studios, a multi-use creative space where many of the festival events will take place.

Factory International has unveiled that this year's festival

is in the hands of a new creative director, **Low Kee Hong**. His eclectic success is reflected in being appointed the Artistic Director and General Manager of the Singapore Arts Festival alongside being the founding director of the Singapore Biennale. His influence is embodied in this year's impressive line-up. A key showcase of the festival is from the Critically acclaimed queer Indigenous art collective, **FAFSWAG**. The creative group offer an immersive journey across three events. Educating audiences about Pacific cultures through a ceremonial piece exploring the world of their ancestors - animals from the land, sky, and ocean. An exhibition of digital arts delving into issues impacting Pacific communities and a public discussion of cultural storytelling. **Kee Hong** advocated to include diverse

voices and to champion challenging perspectives into the festival.

Creative Review stated that the festival has "a desire to push creative boundaries." Each and every piece showcased are entirely new bodies of work. The website offers affordable tickets, such as Aviva £10 tickets for lower-income households and 50% off for students. Tickets are available to buy via the Factory International website now.



BLACK

CREATIVE

TRAILBLAZERS

YE



LAZERS

The Social Enterprise Celebrating Black Emerging Talents

Showcasing And Celebrating The Beauty of Being Black.

Black Creative Trailblazers is a social enterprise established by Ronke Jane and Adeola Adalokun. It offers black creatives a space to showcase their craft, to attend workshops and provides opportunities for funding. I had the pleasure to talk to one of the founders, Adeola Adalokun. As she spoke about Black Creative Trailblazers, the passion and unwavering dedication was evident in every word. It is simply not an enterprise, but a movement fuelled by community.

The initial spark to create Black Creative Trailblazers began during Black History Month, in 2022. Everything Adeola Adalokun came across were either unaffordable or heavy talks about discrimination, "As a black woman, I go

I go through that already," she further explained that: "I didn't feel the need to be in spaces that were discussing my everyday experiences". She wanted to somewhere to celebrate the beauty of being black, her culture, dance, and food. Adalokun decided to reach out to Manchester Central Library, to see if they would host an evening commemorating black creativity. To which they said yes. The evening showcased designers, poets, and musicians in celebration of Black History Month which 120 guests attended.

It has been supported by Factory International since the social enterprise's first year. Adeola Adalokun and Ronke Jane became members of Factory International's Factory Assembly. The pair also attended a

welcome panel for the opening of Factory International's new venue, Aviva Studios. The panel welcomed innovative individuals across Manchester, from the black community, Asian community, and the working-class community. Each panelist offered advice and helped to curate the welcome program. Adalokun reflected how being a part of the welcome panel enlightened her, "it helped inform our journey." Over the past three years, the partnership with Factory International has provided at producer to support them, a space to host their showcases and funding to pay creatives. "They have been amazing and have helped us reach where we have gotten to." Adalokun expressed.

The founders of Black Creative

had the realisation that creatives who took part in the showcase, struggled to produce a sustainable career for their artistic craft. “Many people balance their creative practice with a nine to five job”. Adelakun and Jane decided to register the organisation as a social enterprise. This meant that they would be able to support black creatives all year round.

They carries out workshops teaching individuals about the business side of their creativity. Adelakun shared how particularly black creators have never applied for funding, even if it is available. “There is a lack of knowledge and a sense of unfamiliarity with the application process.” The workshops guides attendees on what funding is available alongside the application process to support their funding process.

On the 13th of June
Black Creative

Trailblazers is hosting an open mic night. I couldn't help but ask, what can people expect? “It's a beautiful evening. The community coming together to support black creatives that are within us”. The evenings allows individuals to show their work. It may be their first time performing or simply wanting to get feedback on their artistry. It is a celebration of black artistry, empowering creatives, and a love letter to the community.

Since 2022, the social enterprise has rightfully claimed its place within Manchester's creative industry. “We're building sustainability. Supporting black creatives not just short term, but long term.” Founders, Adeola Adelakun and Ronke Jane proceed to push their progress even further. This year, they are taking 10 black creatives to the renowned South by Southwest festival.

Black Creative Trailblazers has been the catalyst for numerous success stories and is set to inspire many more. Adeola Adelakun and Ronke Jane are paving the way for black creatives to receive the long-overdue recognition they deserve.

BLACK CREATIVE TRAILBLAZERS



NQRY

JUST

Introducing J O Studio, Creating Sustainable Fashion Out of Festival Tents.

Meet The Designer Behind Tailored Tent Trousers and Stitched Star Bags.

My interview with Jess O'Riley began over a cup of tea in her buzzing shared studio in Manchester. The 24-year-old designer handed me a mug, dressed in her brand's guide rope shirt and four metal hairclips stacked in her hair.

O'Riley took a seat, a sip of her tea and explained, "I never really considered anything else other than going into the creative industry." From a young age, Jess O'Riley was experimenting with materials she found around the house. "I was up-cycling before I knew what it was." After completing a fashion degree at MMU, solidified her passion towards sustainability, management of the environment and textile waste.

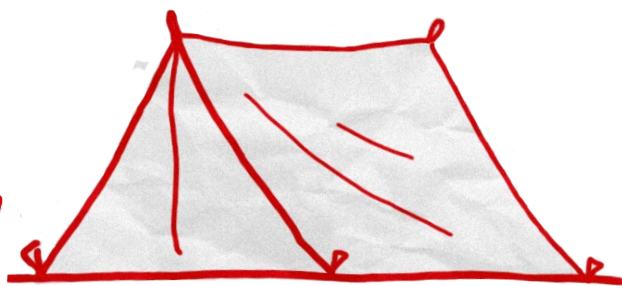
"I didn't want to be a designer, if I wasn't a sustainable designer."

Jess O'Riley created her Manchester-born, sustainable brand J O Studio in 2023. She sells reimaged clothes and accessories created out of repurposed tents. The idea for J O Studio was created from her graduate collection. I needed to find a material that is usable, scalable and I could find a lot of." She wanted to find her own niche in the world of sustainable fashion.

During the midst of her final year, O'Riley was backpacking in Scotland.

At the campsite she was staying at, someone had chucked away a brand-new tent, "it just baffled me really." She strapped it up to her bike and cycled the tent from Scotland, all the way to her home in Manchester. This pushed her focus towards using tents as a medium. "It allowed me to pin down what I was doing for my final year." The designer then added, "it was a weird way to get there." She created other garments from textile waste, however constructing pieces out of tents was the highlight for her and her graduate collection.

Once the spark for making garments out of discarded festival tents was created, Jess O'Riley joined Care 4 Calais. Care 4 Calais provides aid



for refugee camps located in Calais, Northern France, Paris, Caen, Belgium, and Syria. Volunteers collect two-man pop-up tents that have been left at festivals to pass onto the refugee camps. "I help collect those and anything left over, I get to take." O'Riley also attends Truck Festival, an independent music festival in Oxfordshire.

After learning how the material is sourced, I wanted to understand the jump from searching through the aftermath of a UK festival to creating the pieces. "It is a long process, but it is quite organic." The poles are taken out at the festival, they are then taken to a laundrette to wash in bulk. "My mum helps me, bless her. We usually have a nice day in the garden." O'Riley reflected how her mum always encouraged creativity when growing up, she is

a trained graphic designer. Creativity clearly runs in the the O'Riley family. A swatch of each tent is kept. This leads to sketching, sampling out her favourite details alongside deciding on the silhouette of the garment. Once the final design idea is done and tested, the garment is finally created. "It can feel drawn out and long," each piece she sells is sourced, reimagined, and made solely by herself. Therefore, there are good and bad days. "Sometimes I'll come away from it and be like I've done fuck all today - it's part of the process."

When I asked what inspires her designs she replied with "I'm so influenced by my own experiences - I should be looking at myself as a muse". O'Riley creates garments and accessories that she would wear herself, and she does. The emerging creative practices what she preaches, minimising her output on the world through

her thrifted fashion choices and it is strongly reflected in her brand.

J O Studio creates reimagined, recycled, and reinvented items. Her signature style incorporates vibrant coloured stitched stars, whether that be on a washbag or a quilted vest. Every piece she produces is created with a high attention to detail, through including the original logo of the tent, hand-crafted labels, and vibrant stitching. Her pieces are truly unique.

Jess O'Riley and her brand encompasses authenticity. Despite J O Studio being a young brand, it carries certainty which is grounded in her introspective influence and ethos. "If I wanted to make a quick buck, I would not be in sustainable fashion." O'Riley and ethos. "If I wanted to make a quick buck, I would

TOP STUDIO



not be in sus-
tainable fashion.”
O’Riley stated mat-
ter-of-factly. Her
Her brand is not
about making money
but educating indi-
viduals to re-think
about their impact
textile waste has on
the planet.

We finished our
teas, and I asked
what the next steps
for her and her
brand are. “It’s
hard to tell - it’s
been a rollercoaster
ride.” O’Riley
reflected. She is
pushing herself to
say yes to any and
every opportunity
that arises. Al-
lowing the chance
to collaborate with
creatives of dif-
ferent disciplines.
An exciting, but
unannounced collab-
oration is in the
works. O’Riley is
pursuing what she
intended to be, a
sustainable designer
and she is doing it
successfully with J
O Studio.



JO STUDIO

NORY



CREATIVE SPOTLIGHT

Meet the new wave of Manchester's emerging creatives.

Offering a snapshot into how they tapped into their artistry and took the leap to become part of the northern city's creative community.



@ASHTHECREATIVE

**Ashely (Ash) Peprah
Multidisciplinary
Manchester creative.**

Ashely Peprah is a multidisciplinary creative, who is currently freelancing and focusing on graphic design. Peprah officially started her creative journey in Manchester. She offers innovative logos and branding designs

designs along with social media graphics. Alongside her freelance work, she is currently managing the social media for @thenoirspace. A social establishment, that provides an empowering space for black women.

Coming from a creative background, she was drawn to the arts at a young age. She created Roblox thumbnails at the age of eleven which pushed her to learn Photoshop to illustrating at school. "I got bored of doing traditional art, I needed something new and exciting." When she went to college, she harnessed her passion for graphic design. This led to a four-year degree at Huddersfield University.

Ashley Peprah ex-

plained, "Manchester is an amazing, amazing place to be as a creative. Everyone is very supportive." Manchester's creative industry is rapidly growing and there is a surge in opportunities for emerging creatives. There are many networking events allowing the chance to make connections.

Peprah has recently secured a role at a leading marketing agency in Manchester and will join the team in June of this year. This has given her an opportunity to have a full-time job whilst continuing to grow her freelance projects.

**A CREATIVE SPACE
FOR YOU.**



@MOTIONMOTH

Bee Jones
Photographer,
filmmaker, and
visual artist.

Jones grew up in West Yorkshire and is now based in Manchester. Their early photography encapsulates Northern deprivation, the rights for both LGBTQIA+ and social class rights. Bee Jones' current practice is representing vulnerable elements of themselves, celebrating their life and "the way I've come to terms with being a human."

Their entire childhood was documented on 35mm film, until the world went digital and traditional mediums of photography was left in the past. Jones expressed, "I hated that and wanted to carry it on." Bee Jones' bought their first camera

on eBay when they were 14 and only shot on 35mm film. A vital factory of their life is sentimentality, "I hate the fact that I may forget, therefore I take everything on video."

Being a creative in Manchester is bittersweet to them. As there are so many likeminded creatives around you. However, this is leading to the job industry is becoming incredibly saturated. They stated, "despite how qualified you are, it feels as if you're falling short of something."

Bee Jones has created a print magazine with their book fiend friend, Elijah Davidson named Binder Mag. It will be published in mid-June. The magazine the pair created to celebrate queer, working class and BIPOC creatives. It produces opportunities for disadvantaged minorities to discuss politics and issues within their community.

The next steps for

them will be publishing the first edition of Binder Mag, being published in an indie publication called Runt Magazine and "chipping away as always."



@LYDIACREDENTINO_ CREATIVE

Lydia Credentino
Graphic Designer

Lydia Credentino a freelance, brand designer from Manchester. Her style is incredibly colourful, with retro inspired touches and encompasses playful branding. She works with small businesses and clients who are "allergic to boring designs." Credentino has a large social media presence, where she offers design

tips, her creative process and behind the scenes content. The creative has recently launched an education course, teaching designers how to build mascots from scratch.

Credentino has a core memory of walking around Tesco when she was 11 and the colourful labels of alcohol bottles caught her attention. “I didn’t know that was graphic design at the time,” she said, “but I though, that’s what I was to do when I’m older.” She chose to study an art and design foundation course at Manchester Metropolitan University. The course consisted of four different pathways to specialise in: fine art, graphic design, fashion, and product design. Credentino chose fine art. However, she wondered into the graphic design room and a snap decision was made. She swapped to graphic design.

“I’m Manchester born and bred, so I don’t know anything else,” she explained.

Credentino believes that Manchester has an abundance of creative culture and inspiration. She reflected on her time at Manchester Metropolitan University, how there was, and still is a lot to do in the city as a creative student.

The graphic designer is wanting to head in the direction of building an engaging community on her social media account. She shared “I want my content to provide real value to my audience.” Credentino is aiming to set up a partnership with Adobe, relating to her educational content and course.



@DIGITALLY_.ALEX
Alexandra Kalonji
Photographer and
content producer

Alexandra Kalonji specialises in photography and content producing located in Manchester. She would describe her work as, “dancey, vibrant and very expressive”. Kalonji is heavily inspired by music as she comes from a dance background. Her craft fuses the feel of music, dance, and movement.

Her initial interest was to become a physiotherapist, but COVID struck and pushed her to reevaluate. She was drawn to FKA Twigs,

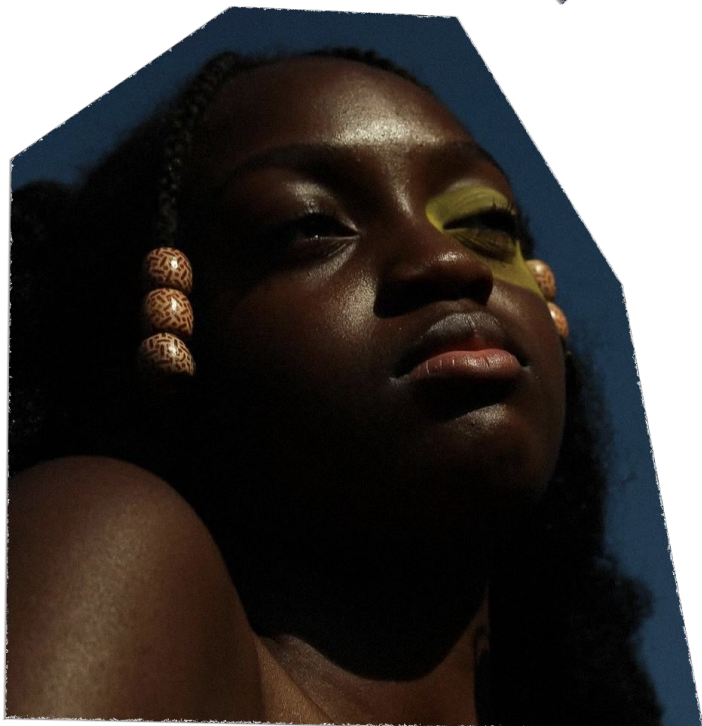


how the artist incorporated singing, dance and directing into her craft. This was the catalyst for Kalonji knowing she wanted to explore her artistry, “it felt I was neglecting my creativity.” She joined her school’s photography club; she picked up a digital camera and began shooting. She developed her skill in photography which led to studying it in college where she discovered fashion photography. She is now enrolled at Manchester Metropolitan University pursuing a future media production degree.

She commented on how she loves being a creative in Manchester, but it does have its faults. Kalonji noted that there aren’t as many opportunities available across the northern city in comparison to London and it can be discouraging. . With that being said, Manchester has a large and active creative community, “seeing other people passionate about their work, makes

you passionate,” she added.

Kalonji aims to keep experimenting and developing her craft, due to being an emerging creative. She is pushing herself to become a multifaceted artist, through learning skills of 3D design and film alongside photography. “I want to collaborate, collaborate, collaborate”, Alexandra Kalonji emphasised how she is wanting to work with other creators to expand her network within the industry.





**MANCHESTER
FASHION
MOVEMENT**

The Creative Capital is a Cultural Catalyst Driven by Sustainable Fashion

Discover The Manchester Fashion Movement and How It Is Paving The Way For A Sustainable Future.

Founded in 2020, the Manchester Fashion Movement is a trailblazer within the city's sustainable fashion industry. The community interest company celebrates emerging creatives, educates the effects of clothing consumption, and strives for a sustainable future.

In December 2019, Alison Carlin decided to curate a sustainable fashion event which is now known as the Sustainable Fashion Party. She believed there was a huge appetite for it, as there simply wasn't any in Manchester. "I wanted to champion all the incredibly skilled independent creatives." When she began to plan her first event, Carlin consulted Danielle Moore to see if she would like to take part. An offer she warmly embraced, as Moore's ideologies

strongly aligned. Moore was not only an inspirational DJ but grew to be a dear friend throughout the Manchester Fashion Movement's journey. The event brought together an eclectic showcase of Manchester's innovative creatives from diverse disciplines. It was a display of raw talent and a spotlight on sustainability. It took seven manic weeks to plan, but ultimately it was a huge success.

When searching for individuals to take part in the event, Carlin discovered Camilla Cheung on Instagram. She invited her to be on a panel talk. "I wasn't sure how we would get along, but the minute I met her I knew we would." Carlin and Cheung continued to chat post-showcase. She described how they shared a love for the arts and wanted

to use their creative methods to pursue behavioural change. The idea to create the Manchester Fashion Movement was sparked in 2020, at the beginning of lockdown. The pair wanted to build a movement to educate, spread awareness and shape a more sustainable future.

In addition to Manchester Fashion Movement hosting events and Sustainable Fashion Parties, in 2020 the movement launched MFM Education. They aimed to teach individuals to build a healthier relationship with clothes, and to understand the process of garments from creation to consumption. Carlin explained, "We knew our message had to be simple, accessible and tailored to different audiences."

Their initial strategy was to engage with schools, however recently MF-Mtrickled into the corporate space. "Education is at the heart - the exchange of knowledge across generations is something really special." MFM allows businesses, brands, and creatives to connect and learn from each other. The opportunity to share their wisdom and build a sustainable community in Manchester.

In the past five years, MFM has spotlighted many sustainable brands and have offered opportunities to grow their businesses. Manchester Fashion Movement welcomed their second sustainable Fashion showcase in 2024. The company had attained a large community as a result of its unwavering dedication. Alison Carlin was the creative director and wanted to take guests on a visual journey.

NORY

The event presented attendees with a transformative runway show. As the models showcased sustainable garments on the catwalk, the music reflected the detrimental effects of fast fashion the planet. The collections represented destruction, then moving onto embodying a glimmer of hope striving for sustainability can be. The runway was to inspire better consumer habits and spotlight eco-friendly fashion.

Since the Manchester Fashion Movement was created, the city's sustainability industry has truly blossomed. "Manchester is home to an abundance of creatives, brands, workshops and facilitators that champion our goals," Carlin stated. MFM has become the driving force for educating others on how important sustainability is. It is a vital topic of discussion in the Northern city and the Manchester Fashion Movement played an integral

part of that. MFM will continue to grow, inspire and celebrate sustainable brands.





Independent businesses setting the standard for slow-living brands

Beaumont Organic, Norah Store and Form are leading the way for a sustainable future.

With the title of Creative Capital, Manchester embodies that label through the surge in sustainable businesses. Independent brands want to push conscious consumerism and ethical fashion.

BEAUMONT ORGANIC

Beaumont Organic is a Manchester sustainable fashion and homeware brand. The brand fuses classic styles and silhouettes with a contemporary twist. It was created by Hannah Beaumont-Laurencia in 2008. She was inspired by her organic love for fashion and wanted to create a business with a purpose behind it.

Beaumont Organic opened its flagship store located in the Northern Quarter in September of 2017. The shop is situated in a Victorian townhouse. The brand is a strong and proud

a strong and proud advocate for sustainability. They provide full transparency regarding their materials, creation of pieces and their suppliers. 70% of their garments are created out of organic cotton, selling 100% lambswool pieces and linen which is held to the highest environmental standard.

The company is high on traceability and their material sourcing allowing their customers in insight to their sustainable products. Beaumont Organic encompasses social responsibility and eco-friendly fashion.

NORAH STORE

Elizabeth Morgan founded her business, Norah Store in 2018. Morgan was sick of fast fashion taking over the high street shops therefore she wanted to create a business to offer customers a break from low-quality and disposable fashion.

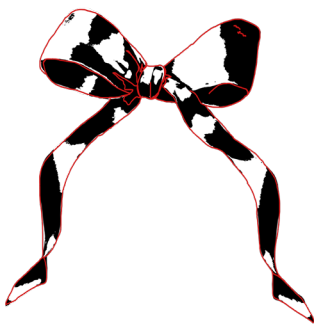
Norah Store started as an online boutique. However, due to its success Elizabeth Morgan decided to open the Norah Store in 2022. The flagship shop is situated in the heart of Ancoats. It is filled with timeless and curated pieces that have been carefully handpicked. It stocks independent, Manchester-born, and international female-led brands. The business only stocks vintage, second-hand pieces alongside slow fashion brands.



NORY

Morgan aims to build a community of slow and sustainable fashion lovers with the Norah Store. The company pushes to reject fast fashion and to hop consciously. It is a trailblazer in

Manchester's sustainable fashion industry. Norah Store urge their customers to "Live fast, shop slow." The independent business invites their clientele to dis shop sustainable brands and discover their love for second-hand fashion.



FORM

Founders of Form, Harry and Elly made the decision to move from London to Manchester in the hope of a slow way of living in the northern city. Form sells pieces from small Manchester brands

that offer full transparency and produce in small quantities. The shop also hosts regular events and workshops teaching their customers different crafts.

The couple moved to Manchester in 2015, and after two years of planning, researching, and scouring for a space for their shop. In September of 2017, the lifestyle store opened its doors. Form strictly stocks pieces with timeless designs, quality, and conscious craftsmanship. Their packaging is made from recyclable and biodegradable materials, alongside reusing the packaging they receive from their makers. Form aims to minimise any waste and is constantly reviewing how they can reduce waste further. Form sells pieces from independent makers alongside building a collection vintage pieces to buy. The store is pushing their customers to shop locally, allowing Manchester arti

sans and businesses to thrive. The founders of Form building a clientele that are sustainably conscious whilst supporting local businesses.

Beaumont Organic, Nora Store and Form are reinforcing Manchester's commitment for a sustainable future. They produce an insight into the eco-friendly brands that are thriving in the northern city.



Creativity Under the Arches

Manchester's *HOME Arches* is a game changer for creatives looking to thrive.

Tucked under Whit Worth Streets railway arches, something big is happening for young creatives in Manchester.

HOME Arches has transformed three striking, brick arches into a vibrant 258-square-metre hub. It is packed with energy, imagination, and opportunity- offering spaces for dancers, artists and filmmakers. The arches offer a space to thrive and collaborate in this movement mirroring the vibrancy of the city.

The space offers artists 5000 free hours of creating their craft a year. The use of the studio has dedicated 50% of its space to groups currently underrepresented within the industry. This includes deaf and disabled artists, and creatives from lower socio-economic backgrounds, who are traditionally shut out of the creative world. The supported co-working studios offer opportunities

to collaborate with others and technical access to a range of state-of-the-art equipment. HOME Arches has produced an inspiring space offering collaboration to those who have never had access to it on this scale before.

As you step into the versatile atelier, the range of what you can do is endless. With soundproof studios designed for dance, music and kitchen spaces for more messy creativity. Thus, allowing artists to explore and grow as they wish. "A lot of the artists who will use the space are not yet emerging and are still trying to break into the scene," Afreena Islam-Wright, theatre maker involved in the project explains. There aren't enough spaces for them to practise. The Arches will help them to hit the scene "Big Time".

A worker describes the HOME Arches as "buzzing" and honestly, they're not wrong. Their impactful artist development program currently works with over 1000 creatives

er year. Due HOME Arches opening, it will allow more growth from artists within the North-West.

Any artist can apply to work in the studio, and it is open to all creatives, integrating with HOME's existing programmes. It will welcome work from sculptural artist Maisie Pritchard, a Manchester-based artist who will be running workshops in the Arches. Public artist, Venessa Scott who is part of HOME Arches Artist Panel, will also be showcasing her craft.

Manchester has always been recognised as creative hub with a rich creative heritage. It is known for its artistic expression and diverse cultural scene. However, with the addition of studios like HOME Arches help the artistic expression progress and go somewhere...

"It's invaluable that artists have access to safe spaces where they can lead and develop their skills" Daren

who is one of the creative producers of the space. The free access means artists from working-class backgrounds can experience creative spaces which can often be an obstacle.

Whether you're an artist looking for space to grow or just want to see what's being made in the city right now, HOME Arches is worth the wait and definitely worth checking out. It's not just about the space – it's about who finally gets to use it. The HOME Arches are more than studios, they're a statement about making creativity accessible to all.

Written by Lily Cawkwell



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