



**WE HEARD—GLOBALIZATION**

If you don't follow global trends, our neighborhood coffee-shop killing friends over at Starbucks are definitely feeling the weight of the independent counter-balance. After announcing they would close 600 stores in the US, we've heard they will be closing 61 of the 84 total stores in Australia. Partly from Australian social pressure, but mostly from what Starbucks cites as "under performance". We definitely don't wish bad times on the Australian economy, but it always feels good when we see a Starbucks close it's doors.



**WE HEARD—FASHION**

Its tradeshow time again, pack your samples and take 'em to the streets.

The fashion game is always hot in August. With Magic, Pool, Agenda, and now Class. There has been a split in the street, urban, and art brands. You can almost split them into 3 categories.

- Brands that fill oversized clothing orders for your more straight-forward street crowd.
- Brands that focus on art as the main focus of their line.
- Brands who have cut-and-sew lines and don't want to be seen as part of the street scene anymore.

For the latter, Agenda and Class are holding the torch for them. We're looking forward to seeing who's at each of these shows.



**WE HEARD—FRESH FOOD**

Certain people are just city dwellers, even if they are from a place that's not so city.

Some of us have lived in small places with population less than 200,000 but never felt "right" there. It was too country, too many people, too few huge houses with farms out back.

Well it looks like the farms are following us all. Spin farming has bested what was micro-farming by teaching people how to turn their gardens into über small farms. You have to love it, I'm just hoping the cattle stay where they are.

[www.spinfarming.com](http://www.spinfarming.com)



**WE HEARD—SAVING EARTH**

Who cares about being green? How can we help save the earth? We thought these tips might help some of those people who just don't know how to help the world towards sustainability.

- Turn off the tap while brushing teeth
- Call you local power provider and switch to "green power"
- Switch to organic shampoo and conditioner (prevent chemical runoff)
- Use lipstick and lip balm without petroleum by-products
- Buy recycled notebooks
- Unplug appliances when not in use

That should be enough to get you started. Remember other people live on this rock too, and they want their kids to have water and air past 2030!