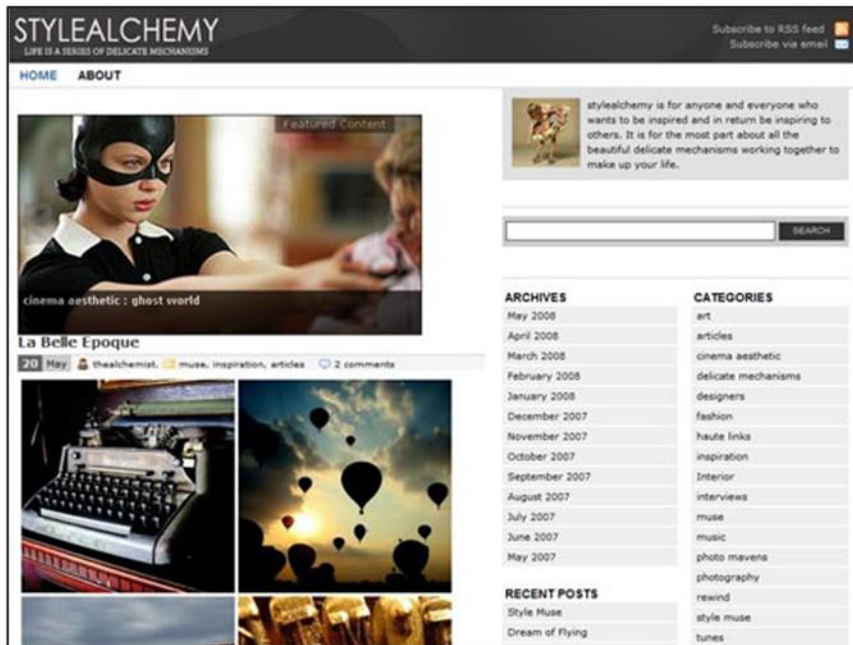


Manifesto



stylealchemy is for anyone and everyone who wants to be inspired and in return be inspiring to others. It is for the most part about all the beautiful delicate mechanisms working together to make up your life. It's about taking the time to embrace all those wonderful idiosyncrasies that make you... well, you.

Style encompasses so much more than the clothes you wear on your back; it's about discovering your own distinctive manner of expression. What are the aesthetics that you are drawn to? Perhaps you love mid-century furniture design but have a

soft-spot for 19th century fashion and the darker side of Victorian life. Or glittering sequined dresses haunt your dreams and you love every color in the rainbow equally but Nike Air Dunks and Chuck Taylors are your reality weakness. There is so much inspiration that is constantly shaping our views.

The art of alchemy is the process of transforming something common into something precious. stylealchemy is about taking the best parts of you and making it into something exceptional. It's about discovering what gets you motivated: through the designs you wear, the art on your walls and the movies you watch. We strongly believe that everyone possesses the ability to shape their life.

Dreamy reveries are our favorite sport to participate in, enthusiastically creating our ideal version of the world through imagining, action and determination. Toss in a few bits of alchemic endeavors and everyone has the ability to make something extraordinary out of the ordinary. stylealchemy is a place to collect and share all those marvelous ideas that get us amped and excited. It's for anyone who's ever tripped over their words in an eager rush to explain their latest idea/thought.

stylealchemy is a community of independent, creative thought-leaders. We love and support emerging art, music and fashion; we glean inspiration from behind-the-scenes action at major runway shows. We collect ephemera, scribble furiously in weathered notebooks, view the world behind camera lenses, write melodies and harmonies, see graffiti as art and read voraciously. Essentially, we create while grooving to our own personal soundtrack. stylealchemy is a way of life – a philosophy of being.

♥ the alchemist