

The following is a sampling of blogs I have recently written for various freelance clients in the fashion and home goods industries. Most of my clients are focused on sustainability and ethical production practices. I love taking a creative approach to blog writing while balancing SEO value and value to the user. Go for a scroll and reach out if you would like to see additional samples!

Creating a Capsule Carry On: 5 Foolproof Tips on Packing for Your Getaway

Packing for a getaway can be stressful. If you're like most of us, you're probably going to be throwing a few loads of laundry in the night before you leave and furiously tossing items in your luggage and hoping for the best. Don't leave your outfits to chance. When you pack with intention, not only do you need to bring less, but you're also cutting down on your travel stress during your entire trip.

While you're on vacation, you'll know exactly what you've got to work with so creating stylish outfits will be a breeze. That means more time getting out and about and seeing the sights and less time standing in front of the hotel mirror. On the way home, it will also be easier to pack up your bags when you have fewer items. (Plus, this means you'll have more room for souvenirs!) If you're a serial packing procrastinator and want to give a capsule wardrobe a try, keep reading to learn our foolproof tips on how to pack with intention!

1. Define Your Color Scheme

When packing a capsule wardrobe, the best place to start is with a defined color scheme. It may be tempting to throw in your favorite hot pink blouse at the last minute, but if you're keeping it to a light, pastel color scheme it's best to skip it because you'll likely not wear the outlier color when you get to your destination anyway! We'd recommend keeping your main picks to timeless neutrals like denim, nude, black, and white and then add in pops of prints and colors later with accessories.

2. Choose Lightweight, Wrinkle Resistant Fabrics

The biggest factor that will keep your outfits looking fresh is to choose wrinkle-resistant fabrics, especially if your hotel doesn't have a steamer or iron. Nothing is worse than pulling a shirt out of your suitcase that you were planning to wear to dinner, only to realize it is so wrinkled that it looks like you just rolled out of bed. Many of the fabrics we use such as linen, viscose, jersey, and knits are great travel-friendly options. Another way to help avoid wrinkles is to roll your clothes before packing instead of folding your garments. This will prevent creasing and saves space – win win!

3. Create Your Outfit Combos

Once you've defined your color scheme and selected your most wrinkle-resistant fabrics, it's time to choose your outfits! For a typical weekend getaway, we'd recommend packing three

bottoms, three tops, and two jackets. (This doesn't include undergarments, socks, and bathing suits, of course!) Your outfits will need to vary based on the climate you're traveling to of course, but as for the bottoms, our capsule wardrobe usually includes a pair of shorts, a pair of pants, and a skirt or a dress. For example, We'd bring our [Mara Mid-Rise Straight Leg Jeans](#), our [Twill Crepe Bermuda Shorts](#), and our [A-Line Knit Skirt](#).

For the tops, be sure to choose items that can be mixed and matched with the bottoms you've selected for maximum outfit possibilities. One blouse, one casual top, and one tank top should have you covered. To go along with the bottoms we've selected, we'd choose our [V-Neck Soft Knit Tank](#), our [Puff Sleeve Lace Overlay Blouse](#), and our [Bishop Sleeve Stretch Cotton Blouse](#). Pair these tops with jackets that are comfortable and versatile, so even if the weather turns in the evening, you'll be prepared! To finish off our Misook outfits, we'd pack our [Tie-Waist Striped Soft-Knit Tunic](#) and our [Vegan Leather Single Breasted Trench Coat](#). Be sure to wear your bulkier jacket on the plane to save space in your luggage!

The most important step in creating your travel capsule wardrobe is to try on each possible outfit. That way, when you get to your destination, you won't be blindsided if one of your options doesn't work together as well as you envisioned in your head. Believe us, we've been there! Don't skip this step.

4. Narrow It Down to 3 Pairs of Shoes

Versatility is the key here. We'd recommend packing one pair of heels, one pair of walking shoes, and one pair of slip ons or sandals. If you're going to be traveling to a cold climate, swap the sandals for a pair of walkable, low-heel boots and wear them on the plane to save space. The good news is that if you choose the right pair (like ones with a side zipper or no laces) it's just as easy to slip boots on and off in the TSA line as it is to wear your sandals. No need to frantically untie and re-tie your shoes while an angry man shouts at you from behind.

5. Have Some Fun With Accessories

The accessories you bring will differentiate your outfits and prevent you from feeling like you are wearing the same things everyday. Remember to keep them small and packable, but don't be afraid to have fun, especially if you've packed neutral basics. We'd bring a fun pair of statement earrings like our [Matte Gold Drop Circle Earrings](#), a necklace that can be dressed up or down like our [Matte Gold Layered Circle Necklace](#), and the [Hammered Cuff Bracelet](#).

Are You Going to Pack a Capsule Carry On?

After reading our tips for creating a foolproof capsule carry-on wardrobe, we hope that the next time you pack is a little less stressful. If you try our travel tips, we'd love to hear about how it went! Did we leave anything off that you are always sure to include on your packing list? Feel free to share with us by tagging us on social media. We can't wait to see your outfits and would

love to see you jetsetting in Misook. If you have any questions about our garments or our brand, don't hesitate to [reach out](#). We'd love to hear from you!

Make Your Mark: Different Patterns for Every Mood

If you've recently taken a scroll down the explore page on Instagram, you've likely seen that shades of beige and charcoal are *in*. While these subtly calm hues certainly have their place in interior decor and fashion, here at [Masai Copenhagen](#), we love to dare to be different. Whether it's in taking a stand for [sustainability](#) or wearing a bold print in a sea of neutrals, we are here to leave our mark. We believe that you shouldn't have to be afraid to wear prints. If you tend to shy away from putting on that leopard blouse hanging in the back of your closet, this one's for you. There's a pattern and a print for everyone. That's why we've compiled a list of prints for every mood. If you're looking for inspiration on how you can incorporate prints into your daily wardrobe, keep reading!

Fresh Florals for When You're Feeling Flirty

An upcoming date or a solo night out on the town calls for fresh florals. You can buy yourself flowers that will last a week, or you can buy yourself a sustainably made floral blouse that will last a lifetime! [The Brisa Blouse](#) is a modern take on a classic floral print. With a subtle geometric background in burgundy and pink provides a lovely background for the black floral silhouettes. Reminiscent of shadows swaying in the breeze at dusk, this floral print is romantic and anything but ordinary.

Feeling Daring? Animal Prints Are Your Friend

When you have an important meeting on the calendar, you're going to want to tap into your primal power. If you're looking for a confidence boost, animal print will do the trick. Whether you choose cheetah, leopard, giraffe, or zebra like our flowing [Nari Dress](#), there is something special about wearing animal print. It helps us tap into nature and feel more grounded and ready to tackle whatever the day has in store.

Artsy Abstract Prints for When You Need to Boost Creativity

If you're suffering from the proverbial writer's block and you just can't seem to make progress on the projects on your to-do list, you might be in need of a creative boost. Even if you're not an artist, everyone needs fresh inspiration every now and then and what better place to find it than in our [Noctra Dress](#) or [Nanetti Dress](#). The Noctra dress is adorned with pink, caramel, cream, and black brushstroke splashes that are sure to help kickstart your creativity. The Nanetti dress's pattern is an alluring print with hints of botanical shapes for those who aren't ready to dive into the abstract deep end, but still want something modern and fresh.

Aren't You Glad You Chose Plaid?

Feeling blue? You can't help but feel optimistic when you're wearing plaid! The joyful checkers are reminiscent of summer picnics and fruit-stained smiles and remind you that sunny days are ahead no matter what season you're currently in. If you're looking for a serotonin boost, our [Patricia Pants](#) will do the trick! The classic black and white checkers are the perfect balance of professional yet playful. Pair these cropped trousers with an oversized top or tunic for a relaxed look, or opt for a tucked in or cropped blouse for a nostalgic vintage vibe. Or, if you're feeling like the day calls for a coordinated "no-brainer" outfit, throw on the matching black and white [Ilbato Shirt](#).

Geometric Prints for Finding Balance

If your mind is running a mile a minute and you keep putting off balancing the checkbook or sending invoices, you might benefit from finding some structure and balance with a geometric pattern. Our [Gitty Split Neck Tunic](#) is a reliable classic that will get you through even the busiest of days. The simple stripes in navy blue and white shades invoke a sense of calm that helps quiet your thoughts when there's a million things on your mind.

Have We Imprinted on You Yet?

With a wide variety of prints available at your fingertips, you're sure to find one that fits your personal taste. Plus with fresh, modern styles, you're no longer stuck with played out polka dots and outdated florals that remind you of granny's linens. From simple patterns that are a twist on a classic to wild abstracts that will stand out in a crowd, our spectrum of prints has something to offer everyone. If you've found a pattern that's drawn your eye, we want to know! Share with us on social media. We can't wait to see you rocking your new bold style. If you need help with an order or have any questions about our garments, don't hesitate to [reach out](#). We'd love to hear from you!

An Interview With Olga of The Natural Face Bible

At Kashwére, we are passionate about creating comfort beautifully. That desire fuels all aspects of our lives – from the clothes we wear and the way we decorate our homes to the way we take care of our bodies, it all comes back to self care. We truly believe that when you create an environment in which you can feel relaxed and at peace, you thrive. That is why we are proud to announce our partnership with Olga, better known as [The Natural Face Bible](#), over on Instagram. For years, she has been revolutionizing the natural skin care world and advocating for the effectiveness of clean, simple beauty regimes. We feel that our aligned interests in self care and sophisticated simplicity make us perfectly matched to team up. Olga has graciously taken the time to sit down with us and answer a few of our most burning questions. Keep reading to learn more about Olga's approach to wellness, skincare, and everything beautiful!

Kashwére: Olga, thank you so much for taking the time to answer a few questions for us. We'd love to get started by hearing a little bit about how you got to be where you are today! How did you get into the world of natural beauty?

Olga: Absolutely! Well, to begin, I am a mother and as my teenage daughter was going through a period of troubled skin, we were both becoming frustrated with the options provided to us, even by dermatologists. None of the derm-advised products or methods were helping, so I started doing research on my own and eventually found a tiny company from Japan that looked promising. I immediately switched my daughter to their traditional formulations of Japanese skincare rituals which have been used for centuries. The results were clear; her skin got a total makeover! After that, I was hooked on the natural approach to skincare.

Later, as I started noticing changes in my own skin, I was seeing nearly all of my girlfriends turning to popular cosmetic treatments including injections and filler. It's a great choice for some, but I was just not inclined to go that route. Once again, I started doing my own research on possible alternative natural methods that I thought might have similar effects. What I discovered was the world of facial massages. It was fascinating to me. I was heavily absorbing info on the subject on my own for about a year and still had tons of unanswered questions. That's when I decided to enroll into a professional massage school. That was about 6 years ago now, and since then I am constantly continuing my education and discovery of new techniques and methods to improve my practice.

Kashwére: That is an amazing story! It seems like your work has really had a profound impact. What is your favorite part about what you do?

Olga: For me, what I find most rewarding is having an opportunity to globally showcase unique and very effective yet simple products and methods that sadly don't get enough (or any) exposure in a field of beauty that is traditionally dominated by giant cosmetic companies. I love being able to shine a light on these amazing products and traditional techniques.

Kashwére: Speaking of these amazing products, what is your "holy grail" product?

Olga: At the moment, it is my newest discovery of 2022: [The Balancing Collagen Cream](#), made with love in Los Angeles. It is a truly one of a kind product and is created using the most exceptional ingredients which are formulated to work cohesively together for incredible results. I also had the pleasure of interacting with the creator of this product and seeing the passion, dedication, and love put into creating this cream truly proves the difference between smaller companies and larger companies where the production of products is not so personal and hands-on.

Kashwére: Well it sounds like I know what is at the top of my shopping list now! On your Instagram account, you discuss "quality over quantity" when it comes to products in your beauty routine. Can you tell us a little bit more about what this means to you? What makes a product a "quality" product?

Olga: Essentially the idea here is that higher-quality products will give you more potent results, meaning you don't need to buy as many "lotions and potions" if you have good products. When I look for high-quality products I consider the sourcing of ingredients, ingredient components – meaning no filler ingredients–, the benefits that each ingredient brings to the table, and whether or not it was created in small batches. With small batches, you tend to have more control of the quality of the product as they are more hands-on. As I mentioned with the collagen cream, I also look for deep passion from the company creators as opposed to CEOs who are only driven by profit. My guideline question to ask is: Is this product not harmful to my skin? If not, awesome! Then the next question immediately is: Is this product benefiting my skin? If there is no great benefit, there is no point in using it.

Kashwére: That's great advice. What is a basic routine you'd recommend for someone who is just getting started on their natural skincare journey?

Olga: I believe that skincare routines shouldn't be complicated. It needs to be something you can do everyday. I'd recommend starting with 3 basic products:

- [A great cleanser](#) that is effective yet does not disrupt the protective skin barrier
- [A hydrating toner](#) to quench the skin and prepare it for the next product
- Finish and lock in the goodness with a [nourishing moisturizer/serum](#) or [oil](#)

Kashwére: That sounds lovely. After hearing that, it sounds like I might need to refresh my skin care routine! With that in mind, what does your ideal Self Care Sunday look like?

Olga: My ideal Self Care Sunday can be described in one word: Calm. That means no stressors, worries, or overwhelming tasks. I focus on doing what I want in the moment and allowing myself to get pleasure out of it. Whether it is yoga, gym time, hiking, shopping, bath time, a massage, or even binging TV – whatever feels the best! Self Care Sunday is all about letting go of it all for a day.

Kashwére: We definitely agree with you there! You recently created your own Gua Sha – Congratulations! Can you tell us a little bit about what makes it special and why we should incorporate it into our routines? Also, how often should people be doing facial massages as part of their routines?

Olga: For starters, I think the gua sha is great because it is usually easier to master than the hand massage, and when practiced regularly, it can bring a ton of positive change to your skin. It does this by boosting fluid flow within the tissues, which ultimately enhances regenerative skin functions and all other tissues functions. This results in everything from tension release and skin improvements to smoothing wrinkles and more.

The stone of my gua sha itself is called "Moon White Jade." In appearance, it really resembles our beautiful moon. It comes in so many gorgeous variations from milky white to more translucent with natural patterns. What I love about this correlation between the moon and

beauty, is that the moon is very much associated with feminine energy. We call our cycle the moon cycle, for example, since it is typically the same length of cycles. From the beautiful, pristine color and delicate look of the moon white jade, to the spiritual meaning behind the stone – which is believed to make one feel calm and peaceful – this tool truly embodies the purpose of performing the gua sha massage.

Kashwére: I love that! Anything that adds relaxation and intention, we are here for. Currently, there seems to be a lot of discussion surrounding the topic of aging, especially when it comes to women's appearances. Where do you fall on the spectrum of staving off the aging process versus embracing the beauty of aging gracefully?

Olga: One needs to do whatever makes themselves feel better. Do extensive research on all possible options. Make a decision based on that and what one deeply desires.

Kashwére: What are a few products you'd recommend to someone who has dry skin?

Olga: For dry skin, I would recommend alternating oil cleansing and [rice bran cleansing](#). Then follow it up with a hydrating toner and a collagen cream or a [vitamin D cream](#). Those would be my top choices from the products I carry! From other suppliers, I would try to stick to an oil cleanser, hydrating toners only (ones without drying alcohol ingredients), and a high-quality moisturizer.

Kashwére: What are your thoughts on “trendy” products like infrared masks and microcurrent devices?

Olga: Trendy products come and go as more research becomes available and many trendy products get disqualified even after short periods of time. That is why I prefer not to jump onto trends and opt instead to use products that withstand the test of time like the gua sha practice, for example. Also, remember that there is not much (or possibly nothing) better than your own hands! Don't feel like you have to buy the latest gadget to have great skincare.

Kashwére: If you were stranded on a desert island and you could take one Kashwére product with you, what would it be?

Olga: My cozy [Hampton Robe](#)! But I would have to find a way to sneak in my [spa wrap](#) and [headwrap](#), too.

Kashwére: If you could send a message to yourself at 25, what would you want her to know?

Olga: Don't fall into the trend of tan skin and avoid sunbathing outdoors and indoors!

We'd like to extend another huge thank you to Olga for taking the time to answer our questions and we hope that you got some helpful information about natural skin care. We'd love to know, are you going to be adding any of Olga's recommendations into your routine? Share with the

community over on Olga's instagram, [@naturalfacebible](#). You can also share with us what Kashwére product you'd bring with you on a desert island using #mykashwere on on [Instagram](#), [Facebook](#), or [TikTok](#). If you have any questions for us, don't hesitate to [reach out](#) to us. We'd be delighted to help you create livable luxury in your life.

What Does Our FSC® Certification Really Mean?

You've likely heard of [the FSC®](#) and seen their logo on some of your favorite products. But, if you haven't looked into it yet, you may be wondering what that logo means and why it's important to look for as a consumer. With an ever changing market and more and more brands claiming to be "green", it's important to know what to look out for to spot the truly sustainable ones. As a proud FSC® partner, [Masai Copenhagen](#) is here to help you understand what this certification means and why it matters.

What is the FSC®?

The acronym, FSC®, stands for Forest Stewardship Council. Originally founded in 1993, the FSC® is an international non-profit organization that is committed to upholding and advocating for responsible forest management in an effort to keep our environment and communities strong. After seeing how the 1992 Earth Summit in Rio failed to produce a viable agreement which would help make deforestation a thing of the past, a committed group of environmentalists, businesses, and community leaders came together to become the change they wanted to see. Thus, the FSC® was born and brought forth a never-before-seen "opt-in" approach to improve forestry practices worldwide. Now, the FSC® is committed to help fight climate change, protect biodiversity, and support communities, all through responsible forestry within supply chains.

What Does it Mean to Be FSC® Certified?

You have probably seen the FSC® label in grocery stores, when buying cosmetics, and even shopping online. As such, the FSC® label is recognized as the world's most-trusted mark for sustainable forestry. The FSC® has incredibly high-standards. Being certified by the FSC® means that the certified company or organization upholds these high standards and stays committed to practicing responsible forest management and provides fair wages and work environments for workers.

Why You Should Be Shopping From FSC® Certified Companies

As for what this certification means for consumers, the FSC® certification provides assurance that the wood, paper, or other forest product you are buying comes from responsibly managed forests. This means that your buying power helps create environmental, social, and economic benefits. You have many choices when purchasing goods, especially when shopping online, but by buying from an FSC® certified company, you can feel good about your purchase. You'll rest

assured, knowing you're supporting responsible forest management and are helping to protect the world's forests for future generations to come.

How Does Masai Use Their FSC® Certification?

At Masai Copenhagen, we are committed to [sustainability](#) by being a part of creating a better future for everyone. We believe that it is possible to live sustainably while enjoying wearing timeless, elegant garments that look as good as they make you feel. That's why we are proud to be the first Danish clothing brand to gain an FSC® certification for our entire supply chain. Many of our products are made of [sustainably sourced viscose](#), which is a plant-based, biodegradable material. We are passionate about sourcing our materials from renewable, sustainable forestry practices to ensure you're getting the highest-quality, most ethical product possible.

We Want to Hear From You – What Does Sustainability Mean to You?

No matter where you are in your journey to living sustainably, we want to know – what does sustainability mean to you? Is it something you are starting to incorporate into your everyday life by making simple swaps as needed instead of repurchasing your usual essentials that may be less green? Are you beginning to create a sustainable wardrobe by foregoing fast fashion purchases and opting for garments that are made with intention out of sustainable fabrics? No matter what “going green” looks like to you, your efforts matter.

Many people shy away from beginning a sustainability journey because it seems like no matter what they do, it would just be a miniscule drop in a massive ocean, but that is simply not true. In order to make change, we don't need thousands of people living perfectly zero-waste; we need millions of people doing sustainability imperfectly. It may seem intimidating, but making sustainable choices are actually quite accessible, and even by simply reading this blog, you're taking the first step. We see you and appreciate your efforts, as we hope you appreciate our commitment to sustainability and conservation. So tell us, what sustainable practices are you hoping to implement this year? Join the conversation over on social media. If you have any questions about our sustainability practices, our production process, or our products, don't hesitate to [reach out](#). We'd be glad to hear from you.

You Wear the Pants in Your World: Pants for Every Occasion

Despite what your mother-in-law may think, pants really can be worn for every occasion! You don't have to put on a skirt or dress to look fancy and feminine. Especially in a post-work-from-home world, most of us would rather stay in leggings than have to shimmy into another tight, uncomfortable pencil skirt to head back to the office. Pants are also a great go-to when creating your transitional wardrobe from season to season as they can be worn with layers to keep you warm or cool depending on the changeable weather.

So, whether you're dressing up or dressing down, pants are a great outfit staple that will carry you through any activity. That's why [Masai Copenhagen](#) is here to help you find the right pants no matter what occasion you are getting ready for. If you're looking for fresh outfit ideas, we are here to help with a list of our favorite pants for whatever your schedule has in store.

Keep Up With Kids & Tackle Errands

Everyone needs a pair of light denim pants in their wardrobe! However, it's not always comfortable or practical to wear a pair of skin tight, rigid jeans. Especially if you're chasing after your kids and tackling your to-do list, it's important to be able to move freely. If you're looking for a pair of casual jeans that are as stylish as they are comfortable, look no further than our [Priscala Trousers](#). These wide leg jeans defy trends so you'll always have something to wear. Plus the generously sized pockets are sturdy enough to hold all the goodies your kiddos pick up while out and about.

Stay Confident and Productive at the Office

Made from a thick Jersey fabric, our [Petia Bi-Stretch Pants](#) will have you questioning whether or not you accidentally slipped on a pair of leggings in your rush to get out the door in the morning. But don't fret, these attractive pants mean business. With tailored accents like a center pleat, in seam pockets, and a figure-flattering high waist, no one but you will know just how comfortable these pants really are. Have an important meeting coming up? We'd opt for our bright Nebula's Blue hue for an extra pop of color and a powerful punch of confidence that will turn heads in the conference room.

Make an Impression for Date Night

If you have a date night coming up but are tired of reaching for that little black dress in your closet, consider going with a pair of eye-catching trousers instead! Our [Paige Straight Ponte Pants](#) are sure to make a good impression. Available in a gorgeous, bright red hue, these pants are lightweight, breathable, and figure flattering. Plus, the side zip gives them a classy, feminine touch to complement their timeless design. Whether there's dinner, drinks, dancing, or even the movies on the horizon for the evening, the Paige Straight Ponte Pants won't let you down (even if your date does).

Kick Back With the Girls at Brunch

Nothing screams brunch quite like a pair of linen pants. Our [Parini Pull On Linen Pants](#) are easy, breezy, and effortlessly chic. The elastic waistband keeps these pants comfortable whether you're sitting, standing, or if you even order an extra side order of pancakes. The linen feels ultra-soft to the touch and gives off a relaxed vacation vibe that will leave all your friends wondering where they can get a pair too. Simple and stylish, these wide leg pants have in-seam pockets and piped back pockets to add a tailored touch. Available in three colors, the Parini Pull On Linen Pants will go with almost any blouse or top to complete your brunch outfit.

Are you going to be adding more pants to your wardrobe?

We love giving you outfit ideas, but we love it even more when you share yours with us! So we want to know, will you be adding any of the pants from our list into your wardrobe? Did we leave any off that are regular staples in your closet? Share your thoughts with us by tagging us on social media! We also know that when it comes to pants, it can be especially tricky to find the [right fit](#). So if you have any questions about sizing or anything else, be sure to [contact us](#). We'd love to hear from you.
