



# DISCO CREATIVE SPOTLIGHT: LEXY SILVERSTEIN

**New York City, September 28th, 2023.** Introducing Lexy Silverstein, a sustainable fashion content creator based in the city of Los Angeles. The 20 year old captured hearts and minds making her one of the most compelling sustainability creatives to keep an eye on.

At just 13 years, Lexy launched a fashion blog, where she initially explored the latest trends and celebrity fashion without being aware of the fashion industry's underlying issues. It wasn't until her high school years that Lexy gained consciousness about the environmental and ethical implications of the fashion industry, which led her to switch directions and focus on educating herself and her audience about fashion practices and sustainability.

Lexy's commitment to learning and evolving within sustainable fashion is not just a personal journey but a movement she hopes to inspire in others. She strives to demonstrate that change is possible, even when working within an industry fraught with challenges and complexities. Lexy's passion is infectious, and her journey is an inspiring testament to the power of individual action in the pursuit of a more sustainable future.

One of the most important projects Lexy is currently leading includes her recent advocacy efforts at The Fashion Institute of Design and Merchandising (FIDM) in Los Angeles. Lexy's petition to end FIDM's partnership with SHEIN, the global fast fashion giant, has garnered significant attention and support. Lexy's recent [feature in Vogue Business](#) has brought critical issues of sustainability and ethics to the forefront of the conversation.



**Read on to learn more about the driving force behind Lexy's motivation and her commitment to make the fashion industry a more sustainable and ethical place.**



**For those who aren't familiar with your work. Tell us about yourself.**

I'm Lexy Silverstein! I am a 20 year sustainable fashion content creator based in Los Angeles. I have been in love with fashion ever since I could crawl. My mom always jokes that I would crawl into her closet and play with her shoes and jewelry. When I was 13 years old, I started a fashion blog. At that time, I would post about the latest trends and what celebrities were wearing, not realizing that I was contributing to the problem of the fashion industry. In high school, thrifting started to become really big and switching from shopping from fast fashion stores to thrifting was the start of my sustainable journey. I had never realized how harmful the fashion industry was, the industry I loved so much. So around COVID I started to learn more about it, first through social media, then through research. I immediately pivoted my blog and my social media presence to focus on only sustainable fashion. I now use my platform to take you through my sustainable fashion journey while also educating others about how they can start their journey. I even started a podcast where I speak with advocates, content creators, and other creatives in the sustainable field . I'm still learning everyday about better practices but as I learn and evolve I hope others are able to learn from my mistakes and join me in this sustainable fashion movement.



## **Is there a connection between how you feel and your choice of outfit on any given day?**

Of course, fashion is a direct reflection of how you feel. Fashion is also a psychology. If you are having a bad day and wear bright colors or an outfit that you'd wear on a normal/good day, your mood can increase because of the outfit. But fashion is also a means of expression. So if I want to express to everyone that I'm happy and in a good mood, my outfit will often reflect that.

**When we say grocery store trip outfit inspo, you say...?**



Lexy's answer to our question [↑](#)

## **Covid prompted a deeper understanding of fashion practices. Can you expand on the shift you experienced?**

Overall, it was shocking to find out how harmful the fashion industry is because it's not marketed to be. There were so many habits I had that I didn't realize were harmful to our planet and the people in the industry. Learning the truth about the fashion industry immediately made me want to change and a part of the good part of the industry so I did more research, started to change my habits and educate my friends and family of ways they can also help and change their ways. I'm still learning more and more everyday and changing my habits based on what I learn. The most important thing is to pay yourself for the things you're doing to help rather than beat yourself up for everything you're doing wrong because there is a lot of climate anxiety when working in this industry.



**From launching a style blog and podcast, to becoming a Remake ambassador and working for RCGD global.**

**What drives your motivation and how do you keep momentum?**

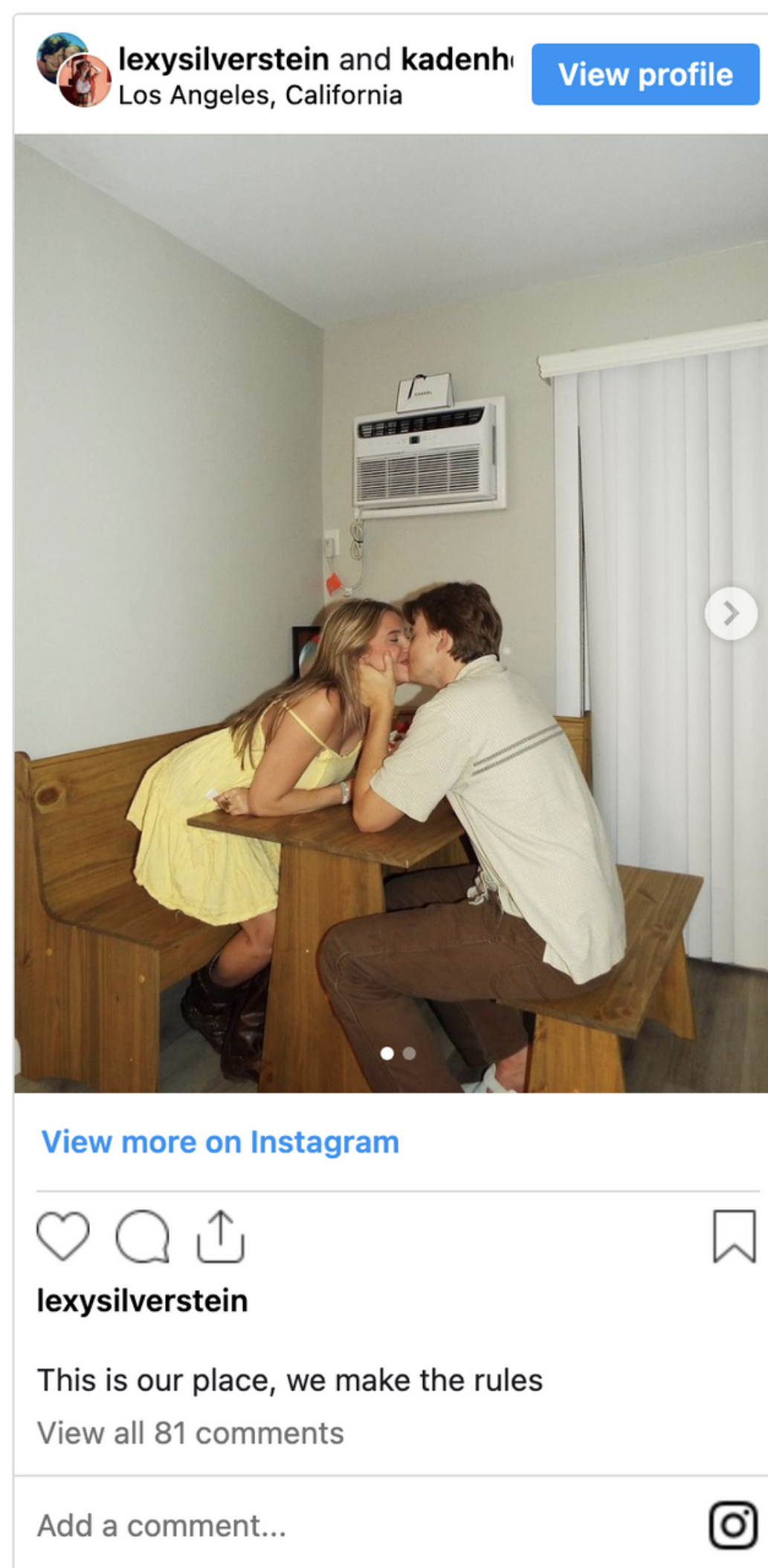
I'm all in for the thrill of finding that one-of-a-kind gem at a thrift store. What sets secondhand style apart, for me, is the story each piece tells. When someone admires your outfit and asks where you got that jacket, and your response is, "It's vintage," there's a unique kind of satisfaction in knowing there might not be another piece like it on the planet. It's a true fashion treasure hunt, and each discovery feels like you've uncovered a rare artifact.

Think about it – that vintage item you just added to your collection has its own journey, its own tales to tell if only it could speak. It might have seen different decades crossed various hands, and now, you're giving it new life and setting it on a fresh adventure. It's an entirely different perspective on your clothing. It's no longer just "stuff"; it's a piece of history, and that connection makes you value and care for it better.

Thrift and secondhand stores often have pieces that align with current trends, but the beauty is that you can style them in your unique way. So, you won't be following the crowd – you'll be leading your own fashion story. To me, fashion should be a form of self-expression, a way to build your personal brand. What do you want your clothes to say about you? Because your outfit sends out powerful signals to the world, projecting the image of yourself that you want to convey. Starting with a capsule wardrobe is a fantastic idea. A curated collection of versatile pieces, like staple jeans, a T-shirt that pairs with everything, a classic trench coat, a sharp blazer, dresses that can go from casual to classy, and cozy knitwear is the foundation of a killer wardrobe. It's not about having a closet full of clothes; it's about having the right pieces that make you feel like the unique, one-of-a-kind individual that you are. So, why chase trends when you can create your style legacy with pieces that resonate with your story?

**What are you shopping for right now? And do you have any tips on how to shop (for that thing) online?**

I'm currently moving into an apartment with my boyfriend so we plan on secondhand sourcing everything for our apartment. That's my main search right now. I have a lot of clothes so I'm trying to be mindful and only shop for what I truly need.



**What advice do you have for finding your secondhand style? Describe your creative process and why you believe it's better than to spot trends.**

My favorite thing about thrifting if you are not walking into a fast fashion store that has a niche style geared towards trends. Instead you're walking into a store with no tailored style where everything is original. So my biggest tip to genuinely pick things based on what you like rather than what is currently trending. This will help you to create a capsule wardrobe really geared to your personal likes and your personal style.

**What area would you like to champion as a change maker, and what's the objective?**

I go to school at The Fashion Institute of Design and Merchandising (FIDM) in Los Angeles, in part because of its sustainability programs. So I was deeply disappointed when I found out my college, named one of the Top Ten Most Sustainable Fashion Schools in the World, started a partnership with SHEIN, the largest fast fashion retailer on the planet. Once I found out about this partnership I started a petition on [Change.org](https://www.change.org) asking FIDM to end its agreement with SHEIN. This project is deeply significant to me due to its alignment with my personal values and concerns about the future of the fashion industry. As a student at



FIDM, I have been taught about the critical issues surrounding sustainability and ethics in the fashion world. Our studies emphasize the importance of responsible practices and the role we, as future fashion professionals, play in shaping the industry. But the difference between our education on sustainability and the partnership with Shein, a company known for its alleged unsustainable and unethical practices, troubled me deeply. I recognized the need for change and took it upon myself to fight for a solution. The petition took off, gathering over 4000 signatures from concerned students, faculty, industry professionals, and individuals who share our values. From there, the petition caught the attention of influential media outlets, including Vogue, the LA Times, and Spectrum News... The coverage helped to spotlight the issue, bring it to the attention of a wider audience, and in a sense, validate our cause. The project's significance lies in its potential to create a lasting impact on both FIDM's partnership decisions and the broader fashion landscape. By advocating for a termination of any future SHEIN partnership, we aim to send a clear message that aligning with unsustainable and ethically questionable practices is unacceptable. Furthermore, the project highlights the power of grassroots efforts, illustrating that students and concerned individuals can drive change when they come together.