

UTTORI

ENCHANTMENT IN THE EVERY DAY

WINTER 2024

RESORT STYLE LOOKS
TO WELCOME THE SUN

LOVE POTIONS

RIITUALS TO FIND LOVE

UTTORI LIFE MAGAZINE

2024 QUARTER ONE

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Editor's Note

UTTORI LIFE

We've been here before. We've started and stopped and started and stopped. First it was a newsletter. Then the magazine. We couldn't keep up. We're pretty good at content development, but getting things out in a timely manner, that's harder. It's something we have repeatedly failed to do. So why are we here, in Quarter Two of 2024, with a magazine that says Quarter One? Will there be a Quarter Two 2024 Issue? The answer to the second question is simple. We don't know if the past is prologue, if we will repeat the pattern of always late, but we will try to get all of our magazines out at some point. Life is unpredictable. We may not publish *Uttori Life* on a regular basis ever. Still, it doesn't mean that we can't try. Ultimately, trying is the point. Trying, starting again, even when you feel like you'll never reach your goal . . . that's where we are. There are stories that we want to tell. Some of our stories, stories that seemed important at the time, are outdated now. They may be shared anyway. They may be quietly consigned to the trash heap, but new stories will take their place.

There are always new things to learn and to share. If we can, when we can, we will share our stories. That is the only promise we can make in the here and now. We hope that you will stick with us, as so many of you have, because we're still here, and we're still trying.

So, here we are, well into 2024. We wish blessings on you all and hope that this will be a wonderful year for the Always Uttori community. If you stop moving toward your goals, we hope that you find it within yourself to start again and again and again to get to where you want to be.

Imari Avey,

Editor

A Special Note

I wanted to make a special note about some of the images featured in this magazine. In 2023, AI technologies made the leap from systems processing, video games, and other technology applications to mainstream use. 2023 saw the rise of many new AI technological applications, especially within creative fields. 2024 will see even more advancements. As a small fashion blog, we've made the decision to integrate AI image generation into some of our fashion editorials. At Always Uttori, we've always created our own outfits using store bought and thrifted clothing in order to illustrate trends and the overall stories we tell with fashion. Often, we fall short of the vision we want to share because of budget and team constraints. Some of the images in this magazine use images created using AI image generation from Dall-E3 and/or Adobe Firefly. We believe in ethical AI usage and will disclose when an image is AI generated.

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AI Image

UTTORI ISSUE

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Uttori Eats: Trend Foods - Buckwheat Tea and Buckwheat Banana Bread

Uttori DIYs: Embellished - Make Your Own Embellished Coat and Embellished Collar



AI Image



Spring  2024
RESORTWEAR

*This editorial uses AI images from Dall-E to help us better illustrate spring trends.
See the editors letter for full note on our use of AI generated images.

2024 Resort Wear Trends

As we head into spring, it's time to start thinking about 2024 resort wear fashion trends. Resort wear is the perfect transition wardrobe for winter to spring or for your jet-set vacation. From burgundy, blues, and yellows, to denim, leather, and athleisure, we're taking a look at resort wear trends.

Denim Revival

Denim was a big trend on the 2024 resort runways, but not in the typical way. Since the pandemic, denim has let loose and has seen more unconventional treatments and applications. For spring 2024, go for graphic, printed, textured denim looks as seen on Stella McCartney, Off White, and Diesel. Denim Detroit Jackets were also huge with Moschino, Blumarine, and Ferragamo all highlighting the style. The jacket brings in some elements of utility and work wear, another trend we saw on the resort wear runways. Denim jacket also saw structural denim juxtaposed with ruffles, sherpa fabric, and other contrasting fabrics a la AZ Factory, Stella McCartney, and R13. Denim basics, including

skirts, jeans, jackets, and shirts were another trend with looser shapes, and more relaxed washes. The classic styles were updated with directional stitching to add interest. Of special note, the denim maxi skirt which saw a rise in popularity in for the spring 2023 season, is here to stay for 2024.

Burgundy, Almost Yellow, and Powder Blue

The spring 2024 color trend report is here, and we've got three up and coming colors to watch. Burgundy, also known as black cherry or cherry lacquer, is set to be a big color for 2024 into 2026. This color is luxe, deep, and sophisticated and was all over the resort and spring 2024 runways with brands like Tom Ford, Gucci, Hermes, Versace, and Valentino highlighting the color.

Almost yellow is a pale barely there yellow that could almost be called cream. This color acts as a bright neutral and was seen on the runway with brands like Tove, Brandon Maxwell, and Givenchy. The color is versatile, with a hint of fun and freshness.



Denim Revival



Denim Revival



Almost Yellow

AI Image



Powder Blue

AI Image

Yellow will continue to have its moment as almost yellow transforms into celestial yellow (a slightly more saturated yellow green) in 2025/ 2026.

Powder blue is the final color call out. This color has been on the rise since 2023 with brands like Fendi, Emilia Wickstead, and Buci all using this color. This color will continue to be big into 2026 as it transforms into retro blue and represents our changing relationship with technology and a feeling of nostalgia.

Utility in Leather

Utility is huge for 2024 with boiler suits/jumpsuits, scuba inspired wear, layered and relaxed clothing, cargo pants, and utility jackets (see the Detroit jackets in denim). Utility is one of those trends that is always around in some capacity, but this year it's getting a refresh in the way of fun and bright colorways in pistachio, yellow, and blue, in addition to classic blacks and practical muted colors. Brands like Max Mara, Gucci, Saint Laurent, and Hermes got in on the trend.

In addition to utility, leather everything is also a major trend for resort and spring 2024. Even though leather is a powerhouse on its own, there was plenty of utility styling in all leather, from leather biker jackets to more tailored leather suiting and

jumpsuits. Designers like Philosophy di Lorenzo, Brandon Maxwell, and Chloe played with utilitarian leather.

Athleisure Redux

Athleisure, the combination of sporty and leisure wear, is still going strong in 2024. From Louis Vuitton, Gucci and Balenciaga's scuba inspired looks utilizing neoprene fabric to athletic preppy polo shirts from The Row, Celine, and Miu Miu, sporty chic was all over the runway for resort 2024. Beyond the niche scuba wear, and the traditional polo shirts, track jackets, t-shirts, baseball caps, and oversized hoodies were also popular on the runway.

Florals

Floral motifs come around every spring, so it's no surprise to see them as a trend for 2024. However, this year florals are all about the 3D with embroidery, appliques, and real flowers attached to clothing. Brands like Christian Siriano, Alexander McQueen, Loewe, and Valentino got in on this trend.

Natural and Free

Cut-outs, slits, holes, knits, lace, crochet, and other open or loose textiles were huge on the runway for 2024.



Utility in Leather

AI Image



Athleisure Redux

AI Image



AI Image

Florals



AI Image

Natural and Free

The trend overlapped with beachy vibes, floral spring, and nature. Brands like Balenciaga, Fendi, and Givenchy utilized the trend.



THE CRAFT AND RITUAL OF

Love Potions

Please keep in mind this is for fun purposes only. We do not claim any knowledge or understanding of magic, spellcraft, or invocations. This article is based on research.

Here's a riddle for you: What communicates in 5 languages, but is understood by all?

The answer may be a little obvious considering the title of this article, but if you're stumped, the answer, is, of course, love.

Love may be universal, spoken in every language; but even so, it has many forms and expressions. Expressions of love have come to be associated with language because the giving and receiving of love is a form of two-way communication. It is a language, or as mentioned earlier, 5 languages, which can help us connect with those we care about. Love as a set of languages offers us a model of love from a psychological standpoint, but love is more than just psychological. Love is also experienced through complex chemical and hormonal changes and rising levels of cortisol, dopamine, oxytocin, and vasopressin, the biological markers of attraction. These physiological responses to a potential partner act to first awaken attraction and then to, potentially, lead us to the committed relationships that poets write of, and we call love. Given the complexity and interwoven nature of this crazy little thing called love and, given the impact that it has on us both mentally and physically, it should come as no surprise that humans spend a significant portion of their lives searching for and nurturing love relationships. While we are whole and

complete as individuals, joining our lives with another in a committed relationship can be transformative. Close relationships bring us out of the solitary nature of our thoughts and allow us to build families and communities. That's the power of love. It may be a crazy thing, but it's no little thing.

The Rituals of Love

Finding and keeping love can be difficult, especially in a culture for which there is no formal mechanism for developing romantic relationships. Even so, the ability to both form and maintain healthy relationships can be viewed as a societal rite of passage, one that moves us along a social status from uncoupled to coupled; from short-term relationship to mature relationship, from individual to community. Cultural anthropologists view such movements as part of a society's conceptual rite of passage, the elements of which are inherent to a society's ritual structures. This begs the question, in a culture that has a fragmented mechanism for finding and nurturing love, what is the ritual structure for relationship development? What are the foundational values of such a structure? And are there rituals that we can practice, even symbolically, for romance?

Ritualizing Love: A Model for Ritual

The Van Gennep-Turner model, developed by anthropologists Arnold van Gennep and



Victor Turner, is a ritual structure model that recognizes the importance of ritual in celebrating the milestones in our lives. The model includes three key phases of ritual: separation, liminality, and incorporation. Each phase plays a role in connecting the practice of ritual, to procedure, to actions that help to move us forward on the path to stated goals. Breaking down the Van Gennep-Turner model gives us a roadmap for creating our own personal rituals founded on the intention of attracting and nurturing loving relationships.

In the context of finding and nurturing relationships, the Van Gennep-Turner ritual structure can help individuals understand the transformational journey they go through when seeking love and building romantic partnerships. It emphasizes that the process of forming and maintaining relationships, while not linear, still involves distinct phases. Each of the phases comes with unique challenges and opportunities for personal growth. Let's examine the phases:

01. THE SEPARATION PHASE

In the context of finding and nurturing relationships, the separation phase represents the initial stage of disconnection from one's previous relationship status, such as being single or uncoupled. Separation may involve leaving behind old patterns of behavior or attitudes related to being unattached. In the separation phase, individuals seek to separate themselves from their single status by participating in activities like dating, attending social events, or seeking relationship advice.

02. THE LIMINALITY PHASE

The liminality phase is a transitional period where individuals are in a state of ambiguity and uncertainty regarding their relationship status. It's the phase where people explore new conceptions of themselves going from "I" to the possibility of "we". They experiment with different approaches to connection, problem-solving, and the idea of who they are and how being a couple changes their

outlook. Liminality is the destination. During this phase, individuals may encounter challenges, doubts, and questions about their readiness for commitment or their compatibility with potential partners. In the search for love, the liminality phase can be a time of self-discovery and learning about one's own desires, values, and expectations in romantic relationships.

03. INCORPORATION PHASE

The incorporation phase signifies the culmination of the relationship development process. It is the phase in which commitment has been made. Couples have transitioned from I-to-We. This is a phase that involves integrating the knowledge and experiences gained during the separation and liminality phases into a long-term, sustainable relationship. This phase may include establishing shared goals, forming a shared language of love, deepening emotional intimacy, and adapting to the roles and responsibilities that come as part of a committed relationship. Successful incorporation leads to the formation of a stable, mature relationship.

Actionable Phases

Now that we understand the phases, we've created some rituals to help formalize the phases in more actionable ways.



01. RITUALS OF SEPARATION

In the separation phase, practice a mental meditation centering on the desired relationship and intentioning the nature and quality of that relationship. With what you want in mind, it will be easier to evaluate potential partners.



02. RITUALS OF LIMINALITY

The liminality phase should be considered a way-point. It is the stage before the status change of commitment. Rituals for this phase are about assessing the quality of the connection. Are there red flags that indicate issues that cannot be resolved? Is the connection one in which you receive affirmation and are able to return those affirmations? Is the engagement in ritual mutual as you take the time to build and nurture your connection. Oftentimes, couples rush through the liminal stage and end up paying for it later as issues that were ignored become full-fledged problems. Yet, taking the time to be present in this stage, and to focus on the quality and mutuality of the connection is of vital importance in making keeping a conscious connection that can result in a long-lasting relationship.

03. THE RITUALS OF INCORPORATION

The rituals of incorporation are modeled on the following axioms: true connection is conscious connection. Love is not just a feeling but is also the result of certain practices that require the interweaving of the mental and the physical. Love is not only about your feelings, but also what your partner feels. And finally, attraction is involuntary, but love is commitment and commitment takes work. The work of love is ritualistic in nature, yet it is a work that produces joy.

The Rituals of Manifestation

Cultural anthropology has defined ritual as a mechanism that differs from standard behaviors in daily life. Key to the performance of rituals is that they are performed with the goal of manifestation. Manifestation, or the bringing into reality an unrealized goal or desire, is the challenge or the purpose of the ritual. That's why ritual practices inevitably include a belief in the operation of supernatural agencies and forces.

When we operate with a view of love as not just a feeling, not just a set of languages, but as a set of ritualistic practices, it opens us up to the possibilities of the power of the esoteric. We can leverage our actions of ritual with prayer, with invocations, and with the setting of intentions. Adding the power of the esoteric to practical procedures has been part of ritualism in many diverse societies. The pursuit of love is no different. In this way, love is a call to connect the mind, body and soul together as a single unit in walking the mysterious path of love.

In this space, in which love becomes a meditation and the desire for a soul mate requires prayers or invocation, the structure of ritual changes in nature from the practical to an opening up to serendipity, the unseen forces that bring together two individual souls at the same time and in the same space when both are ready for commitment. What could be more esoteric than love, a universal that is somehow, also nebulous and magical?

In this age of logic and reason, when you can invoke a date, but not necessarily true love, via online dating; engaging in practices of the esoteric seems not only arcane but illogical. Yet, for those who are interested in entreating the Universe, many have turned to the ritual structure of a love potion to further manifestation.

a common love potion ingredient at the time and was said to create the burning sensation of passion. In truth, Spanish Fly was toxic in small quantities and deadly in large quantities. All the crazier, is that according to the Internet Encyclopedia of Philosophy, there is little evidence to support Lucretius'



I LOVE YOU BECAUSE THE ENTIRE
UNIVERSE CONSPIRED TO HELP ME FIND
YOU. ~ PAUL COELHO, THE ALCHEMIST



The History of Love Potions

The love potion is a common motif in the stories we tell from paintings to fairytales, and even music. But the love potion isn't relegated only to the land of fiction. There have been many attempts at hacking the love problem in the real world, from fragrances to sweat cakes (yes sweat, not sweet), from Spanish flies to baby's blood, from worms and lizard necks to flowers... all this might make one wonder what madness is love, to take us to such extremes? Perhaps love truly is madness as in 55 B.C.E Roman philosopher Lucretius (known for writing *On the Nature of the Universe*) was said to have been driven mad by and subsequently died from a love potion administered to him by his wife. The ingredients of the supposed love potion are unknown, but it wouldn't be amiss to suspect the culprit was Spanish Fly, as it was

as it was a common love potion ingredient at the time and was said to create the burning sensation of passion. In truth, Spanish Fly was toxic in small quantities and deadly in large quantities. All the crazier, is that according to the Internet Encyclopedia of Philosophy, there is little evidence to support Lucretius' supposed death by love potion. It's possible the story spread because so little is known of Lucretius' life and the fact that it would be quite ironic for him to have fallen prey to a love potion considering he wrote 200 lines denouncing sexual love in *On the Nature of the Universe*. The supreme irony is probably what has perpetuated the story, and the fact that it's hard to pass up a good murder by love potion story.

If toxic poison isn't the kind of love potion we're talking about, then how about using ingredients that are a little more personal?



Medieval Europeans crafted love potions from sweat, hair, nails, blood, and bones, which were thought to create links between the two potential partners. Beyond the Eurocentric recipes of love, some cultures believed in the power of lizards, be it tails or necks, with notable documentation of the ingredient being used by Native American, African (Nigeria & Zimbabwe), and Filipino cultures. There are too many ingredients and numerous histories of humans attempts to turn love into a recipe, so much so that we can't cover them all here, but it would be remiss to not mention the modern incarnation of a love potion – perfume.

Ancient Egyptians, Greeks, and Romans all used scents and fragrances to enhance mood and seduce partners. Often the scents included botanical oils like ylang ylang, orange, rose, jasmine, patchouli, and vetiver. In terms of effective love potions, perfumes offer a clear way to incite a feeling of love, as scents are closely tied to the brain and memory centers. Within the brain, the olfactory complex is connected to the

amygdala and the hippocampus, two regions that process emotions and memories. If you've ever wondered why a scent triggers a memory, reminds you of a person, or even makes you feel happy, that's why. Scent is a powerful force which can trigger a memory or emotions and influence our mood and perceptions.

Scent, The Most Powerful Force

Practitioners of Aromatherapy, which uses aromatics and essential oils, believe there are certain scents that can influence a feeling, for example citrus is supposed to be uplifting. Of course, the same scents used in ancient love potions are still thought to be aphrodisiacs. Jasmine, rose, ylang ylang, patchouli, and vetiver are thought to create a romantic mood and sexual energy. When paired with relaxing scents like neroli or bergamot, one should become more open to attraction. Perhaps that's why the 'Missing Person' perfume by PHLUR went viral on TikTok in 2022. Many people shared videos of their near hysterical reactions to the scent, with some in tears, some saying it

smelled like falling in love, and others saying it smelled so much like a loved one. Perhaps the reason the perfume is so evocative is because it taps into ancient wisdom for crafting love potions. The scent is described as the “lingering scent of your lover’s skin,” but a quick search of the fragrance notes will tell you that jasmine, orange blossom, and bergamot are the key ingredients. Whatever the case, a love spell was certainly cast as people scrambled to get their hands on the perfume to smell it for themselves.

While PHLUR’s ‘Missing Person’ scent may be viewed as a modern-day love potion, creating a love potion as part of a ritual structure means considering the principles of conscious connection, after all, love is not only about your feelings, but also what your partner feels. Even though love potions are symbolic, rather than actual works of magic, the purpose of utilizing them as part of ritual practice is to focus on setting an intention, to create a clear sense of the level and quality of connection to a love interest, or to create a sense of self love that hones the connection intention in a way that allows you to recognize the partnership potential in another. Unlike the story of Lucretius, love potions are not about trying to manipulate

someone else’s emotions because while all may be fair in love and war, coercion only builds negative karma.

Crafting Your Potion

Just as there are any number of ingredients that are considered to be effective in love potion crafting, there are a number of love potion types. Common potion types include infused oils, infused honey, infused water, and infused teas. It’s clear that, with intention, anything can be a potion.

What about ingredients? The efficacy of ingredients has as much to do with the type of preparation, i.e. infusion or perfume, as it does with the ingredient. Still, there are certain elements that appear across different preparation types including the previously mentioned ingredients that are still viewed as aphrodisiacs: Jasmine, rose, ylang ylang, patchouli, and vetiver, neroli and bergamot are common perfuming scents, while jasmine, rose, bergamot, cinnamon, honey, and vanilla are common in infusions. Again, a love potion represents the symbolic, which, in a ritualistic structure, is paired with supplication.

No matter what you believe about love and the magic of intention, we hope that you’ve enjoyed this deep dive into ancient love potions and the practices of love rituals. Interested in crafting your own love potion to go with your structured ritual? Check out our love potion suggestions. They just might help you attract the kind of love you want this year. So get out the cauldrons, loving intentions, and a sprinkle of magic dust, and brew some love potions.



POTION 1: OPEN THY HEART

Sakura Hot Chocolate

Special Ingredients



Sakura - Sakura represents renewal, optimism, and new beginnings as it is a hallmark of spring in Japan. This ingredient imparts a light floral flavor and also a sense of hope and rejuvenation in matters of love.



Cacao/Chocolate - Ayurvedic practitioners believe cacao opens the heart chakra, which opens your heart to love and joy. It also helps you better listen to your inner desires. Cacao trees are native to South America, West Africa, and some countries in Asia. In Mayan culture, cacao was an important part of ceremonial practices with cacao water being drunk by elites as cacao was believed to be a gift from the gods and a method to restore a connection to the planet and nature. Scientifically, cacao contains anandamide (activates pleasure receptors), theobromine (stimulates the brain and increases blood flow), serotonin (creates feelings of relaxation), phenylethylamine (stimulates the brain to release dopamine), and dopamine (increases pleasure and motivation). In addition to the powerful cocktail of feel-good hormones, cacao is also full of flavonoids and antioxidants which help with blood pressure, improving blood flow for the brain and heart, and helping manage blood sugar.



Honey - A common ingredient in love potions. For one, it sweetens the potions making them tasty. Many religions see honey as a sacred food and it also has associations with love and happiness. Its sticky nature helps to attract and keep what you're manifesting and also symbolizes faithfulness.



Sakura Hot Chocolate

Servings: 5

Ingredients

1 1/2 tsp	Sakura Powder
1/2 c	Chocolate Powder (we used red chocolate powder)
5 c	Milk (or non-dairy milk)
3-5 TBSP	Honey or to taste

Make

1. In a bowl, combine the sakura powder with the chocolate powder.
2. In a large pot, heat the milk over medium heat.
3. Gradually whisk in the sakura and chocolate powder mixture into the warm milk, stirring until it's well incorporated into the milk.
4. Add honey to taste and serve.

Open Thy Heart Love Spell Ritual

Before drinking, hold the cup to your heart. Start with a thankfulness and gratitude ritual, for the cacao is a sacred ingredient that connects us to the earth and opens our heart. You can think or speak aloud.

"Thank you. Thank you for the love that surrounds me. Thank you for the love I share with others. Thank you."

You can add to or tailor this to things you are grateful for in your life as well.

Next state your intention: "My intention is to open my heart to love and joy"

You can of course tailor this to something more specific if you want.

Now you can enjoy the potion, while you drink you can affirm "I am open to giving and receiving love" or any other affirmation or invocation you want to say.

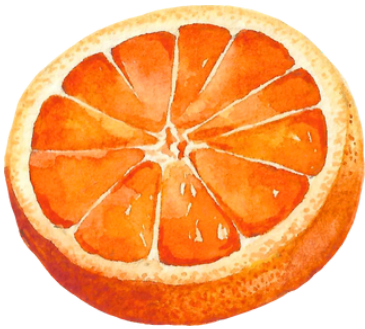
POTION 2: AMOR SUERTE (LOVE LUCK)

Spiced Hot Chocolate with Orange Honey Whip

Special Ingredients



Cinnamon – Cinnamon is a spicy ingredient that warms the body and is strongly associated with abundance. Many cultures, including Chinese and European cultures, as well as practices like Ayurveda, Hoodoo and Conjure, believe cinnamon is energizing and stimulating. According to webmd, the cinnamaldehyde in cinnamon provides some possible health benefits including antibiotic properties and protection from oxidative stress. Cinnamon is also an effective anti-inflammatory and an antioxidant. It increases vitality and productivity. Some believe that blowing cinnamon into the entrance of your home will invite abundance, luck and prosperity, but you can also burn cinnamon to bring in the abundance as cinnamon is a powerful attractor ingredient.



Orange – Orange is associated with fertility, as all fruit represents the abundance and fertility of the earth. Specifically, oranges bring a sense of peace and tranquility. A common love spell ingredient, orange is uplifting and removes negative emotions. Orange brings joy, gratitude, love, and friendship.



Chili – Chili is a passionate ingredient. It fills the body with heat. Historically, chilis are associated with fertility and luck, as well as protection from envy and harm from others. Healthwise, chilis provide you with Vitamin A, Iron, and Dietary Fiber. This makes it a great ingredient to add to a love potion. So, ward off bad intentions and bring on the heat.

Spiced Hot Chocolate with Orange Honey Whip

Ingredients

Servings: 2

1	Cinnamon Stick
1	Orange
	Cook Spray
	Sugar for sprinkling
2 1/2 c	Milk
7 oz	Semi sweet or Mexican chocolate
1 TBSP	Brown sugar
1/4 tsp	Chili of choice or to taste (chili, cayenne, or chipotle are good options)

1 tsp	Vanilla
	Pinch of salt
Orange Honey Whip	
1 1/2 c	Heavy whipping cream
	Zest of an orange
1 TBSP	Honey
1/2 tsp	Vanilla
	Pinch of salt

Make

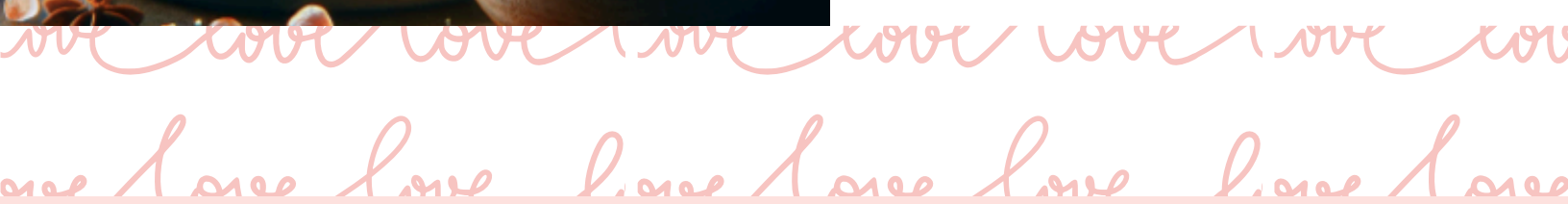
1. Wash and dry the orange then cut in half. Slice one half of the orange into thin slices save the rind. Spray the slices with cook spray or baste a little oil on top, then sprinkle with a little sugar. Place the orange slices as well as the stick of cinnamon onto the baking sheet and place in the broiler for about 10 minutes. Charring brings out rich smokey notes to both the citrus as well as the cinnamon and helps with bringing in abundance.
2. With the other half of the orange, zest the skin and set aside. Next, add the milk, chocolate, sugar to taste, chili, and salt. Squeeze the orange juice into the milk and then heat over medium low. Your cinnamon and orange slices should be about done, so when they are, you can add the charred cinnamon to the milk (keep the charred slices for later). Heat until the chocolate is melted, and small bubbles appear on the sides of the pot. Turn off the heat and let it steep for 10 minutes.



Make cont.

3. While the chocolate is infusing, make the whip cream. In a cold mixing pot whip the cream, orange zest, honey, salt, and vanilla until stiff peaks form.

4. Once the chocolate has steeped you can use a milk frother to froth it or place it in a blender to get it aerated. Serve in a cup and spoon the whip cream on top.



Amor Suerte Love Spell Ritual



We have brought the heat elements by charring the cinnamon and orange, as well as including hot ingredients. This is symbolically similar to burning a candle, however, if you would also like to light a candle for this, you can do so (white, pink, or red candles help to amplify the message). Before drinking, you can think or speak aloud:

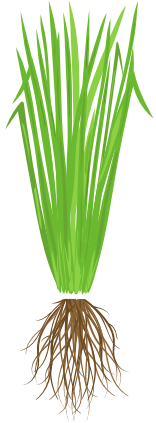
“Flames of romance grow. I open my heart to the passion of romance.”

You can add to or tailor this to suit your purpose. Now enjoy the potion, and while you drink affirm the following: “I am guided to a fortunate love match. I am so lucky and so protected in this love.” Or craft any other affirmation or invocation you wish to say. If you lit a candle, let it burn as you drink. When finished, don’t forget to extinguish the candle.



POTION 3: ELIXIR OF ATTRACTION PERFUME

Special Ingredients



Vetiver - Vetiver has a deep, earthy, and lightly sweet scent. It is believed to ground and stabilize emotions, promoting a sense of calm and reassurance. Its grounding properties enhance emotional connectivity and depth, fostering a sense of security and enduring attachment between individuals.

Tonka bean - Tonka has a warm, sweet fragrance with notes of vanilla, almond, and cinnamon. It is associated with warmth, comfort, and sensuality. It enhances affection and draws people closer, enhancing intimacy and mutual attraction.



Oud - Oud has a strong woody and smoky scent and is associated with luxury and exclusivity, making it a symbol of profound desire and adoration. Oud invokes deep, passionate feelings and emotional connections.

Jasmine - Jasmine has a lovely deep floral scent and is often associated with love, sensuality, and romantic desire. In aromatherapy and folklore, jasmine is thought to have aphrodisiac qualities, potentially enhancing attraction and romantic feelings.



Cedarwood - Cedarwood is warm, woody and is associated with steadiness, strength, and resilience. The scent fosters a sense of stability and long-lasting connection, reinforcing the foundation of trust and mutual respect in a relationship. It also acts as a protector, shielding love from external stresses.



Elixir of Attraction Perfume

Ingredients

Makes 1 oz of perfume (standard small size)

44 drops Vetiver essential oil- base note

22 drops Oud essential oil- base note

44 drops Cedarwood essential oil- base note

35 drops Tonka bean absolute- middle note

31 drops Jasmine absolute- top note

20.7 mL (.699oz) of perfumer's alcohol

Equipment

Glass beaker or small bowl

Stirrer

Pipettes or droppers

Measuring scale

Perfume bottle for storage

Make

While you are making the recipe you can think or speak aloud "the energy of love surrounds me, I am open to attracting love." Of course, you can personalize this, but thinking your intentions while making the perfume further enhances the effect.

1. Add your essential oils to a beaker or small bowl. Stir to combine.

2. Next, add the perfumer's alcohol. Stir to combine.

3. Transfer the perfume to your perfume bottle and let age for at least 4 weeks. This allows the scents to meld and develop, enhancing the depth and complexity of the final perfume.

4. Do a patch test on skin before applying fully, then enjoy.

Elixir of Attraction Love Spell Ritual

Once your perfume is ready the ritual can begin. As an optional element, you can begin with a rose quartz crystal. Hold the rose quartz in your hands, close your eyes, and visualize your heart filling with a warm, pink light. Imagine this light representing the love you wish to attract and give. Say aloud or in your mind, "I open my heart to love, and I attract it effortlessly." Spray some perfume onto the rose quartz and let its lingering scent remind you of your intention. You can keep the rose quartz on you throughout your day.

Next, anoint yourself with the perfume on your pulse points—wrists, neck, behind the ears—as you do this, envision the fragrance encircling you in a magnetic field, attracting love and positive energy. With each application, repeat, "I am love, I attract love." You can repeat this daily.



2024

FOOD TRENDS

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GOOD TO EAT

2024.2024.2024



2024 FOOD TRENDS

One of the most exciting things about welcoming a new year is the anticipation of culinary innovations. 2024 is sure to bring an array of tastes and textures to our plates with trends emphasizing sustainable food practices, foods that do more than just taste good, and foods with a global flair. So, let's take a look at the 5 food trends you'll be eating more of in 2024, (and we might even share a recipe or two).

WASTE NOT WANT NOT

Sustainable food practices are gaining traction in 2024 with more sustainable and regenerative agricultural practices including restoring soil health and working to increase natural biodiversity. This is

not only good for the environment, but also for the foods produced. In addition to agricultural practices, zero waste and upcycled foods are also becoming more prevalent in the marketplace. For example, cacao water is an up-and-coming drink that aims to use the part of the cacao plant that is discarded when producing chocolate (turns out 70% of the plant is discarded to get to what we call chocolate). The water is infused with the cacao fruit and is described as tasting sort of like a vanilla lemonade. Some companies are also working on developing chocolate made without cacao as cacao contributes to deforestation and is becoming increasingly expensive to produce.



PLANT POWER

While plant-based diets and foods have been on an upward trend, especially since 2020, we will see continued innovation in 2024. Plant-based seafood has entered the arena with alternatives like tofu, jackfruit, and algae. Plant based alternatives to eggs a la algae, as well as new nondairy milks like potato milks (currently sold in Europe) are coming to the market in 2024. These trends aren't just for vegetarians and vegans, but also for people who eat meat but like to incorporate healthier and more sustainable options into their diets as well.



AI Image

DRINK
FLOWERS



DRINK YOUR FLOWERS

Botanical drinks are having a moment in 2024. While botanical foods (think flowers on cakes or other baked goods), have been on the rise for the past few years, this year they're coming to our drinks. Driven by changing tastes and thoughts on drinking culture, Millennials and Gen Z are pushing this trend as they look for alternatives to alcoholic and sugary beverages. Botanical Infusions include teas, herbal waters, floral waters, and tonics. Even though the focus is on drinks, expect to continue to see floral flavors in other foods as well.

GLOBAL FLAVORS

As consumers become more adventurous with their palates, there's a surge in interest in global flavors. From adventurous snacks like chips that taste like numbing hot pot, Spanish ham, or roasted cumin lamb skewers to a rise in cultural fusion foods, diversity in flavors is going to be all the rage in 2024. This

trend reflects the coming together of several societal shifts, such as globalization and social media which make it easier to know and see what's going on around the world. In particular, Asian flavors like black sesame, ube, and milk tea are becoming more popular. Even if you can't travel to your favorite foodie destination, your tastebuds can with this global flavor trend. Another aspect of this is what's called third culture cuisine or when chefs create foods that use their diverse cultural identities to produce more thoughtful fusions foods than we've seen in years past.

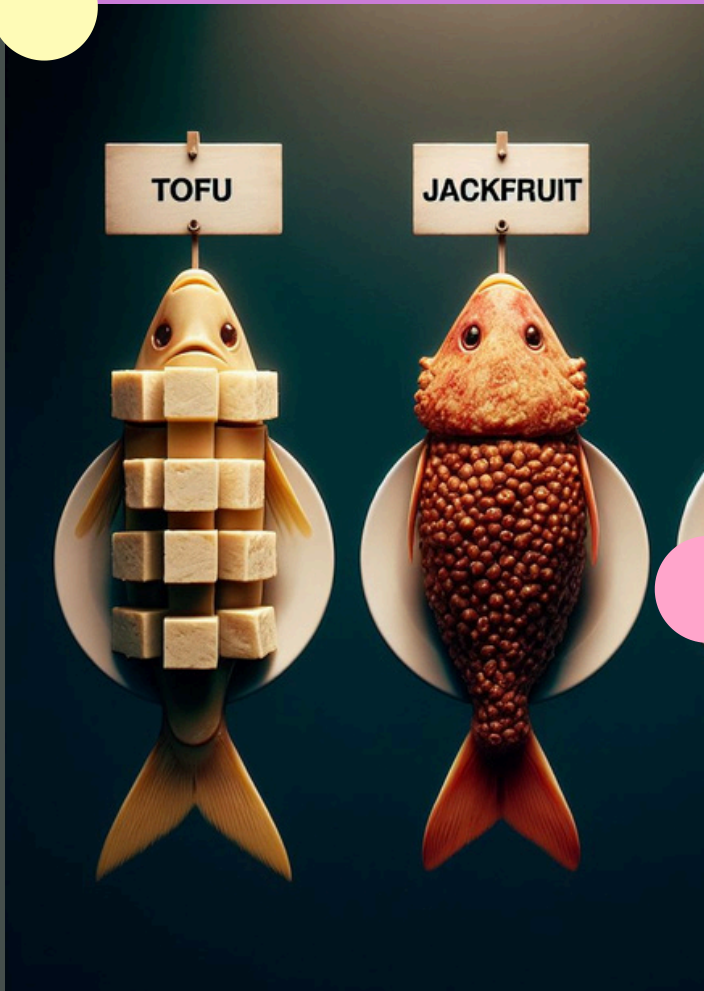


LUXURY
BUCKWHEAT

22 PUGS

FUN(CTIONAL) FER(MENTED) EVERYONE FOODS

Health and wellness continue to be a major focus, with consumers seeking out foods that offer additional health benefits beyond basic nutrition. Functional foods, enriched with vitamins, minerals, probiotics, and antioxidants, are designed to improve health and well-being. Ingredients like turmeric, matcha, buckwheat, and adaptogens (herbs that help the body resist stressors) are being incorporated into a wide range of products, from snacks and beverages to prepared meals. Fermentation, a traditional method of preserving food, enhances nutritional value and introduces beneficial probiotics into the diet. With the increased popularity of Asian cuisine, ferments such as Korean kimchi, Japanese miso, and even beverages like kombucha are becoming more mainstream.



INGREDIENT CALL OUT

Now that we've covered some of the standout food trends for 2024, one star ingredient from the functional food movement demands our attention: buckwheat. This powerhouse ingredient is set to make waves, not just for its rich, nutty flavor but for a myriad of health benefits. Gluten-free and packed with perks like bolstering heart health, stabilizing blood sugar, improving digestion, increasing immunity, protecting kidney function, and fighting inflammation, buckwheat is a must-try. But how do you begin to weave this versatile grain into your food? Fear not! We're sharing two easy recipes that will introduce you to the wonders of buckwheat.



Buckwheat Tea

Buckwheat tea, made from the seeds of the buckwheat plant, is a cherished beverage across Asia—known as soba cha in Japan, memil-cha in Korea, and kuqiao-cha in China. Its unique, nutty, and earthy flavor, reminiscent of cereal, offers a comforting and distinctive taste experience. Beyond its appealing flavor, the health benefits of buckwheat are transferable in drink form. Buckwheat tea is able to be enjoyed hot or cold and is also caffeine-free, so you can drink it anytime.

Ingredients

1 teabag of buckwheat or (2 tsp of buckwheat groats)
1 c boiling water
Sugar to taste

Directions

1. Pour boiling water over the buckwheat tea. Let tea steep for 2-3 minutes. Enjoy.

Notes:

- For this recipe, I bought a package of buckwheat tea, but you can also make your own buckwheat tea by roasting buckwheat groats in the oven at 350 F for 20 to 30 minutes or until they are golden and smell nutty, sort of like peanut butter.
- According to the package of the tea I bought, you can re-use the tea bag 3 times and then you can blend it in smoothies. So not only is buckwheat tea a healthy and soothing beverage, but it's also economical.

If you don't want to buy buckwheat flour, you can make your own buckwheat flour by roasting buckwheat groats in the oven at 350 F for 20 to 30 minutes or until they are golden and smell nutty, sort of like peanut butter. Then blend into a fine powder in a high speed blender.



Buckwheat Banana Bread

Buckwheat flour, on its own, lacks the elasticity required to give baked goods their characteristic chew, which is why it's often found in recipes that require less flour, like pancakes and crepes. In gluten-free baking, buckwheat is typically mixed with other flours to achieve the desired texture. However, buckwheat can also enrich flour-heavy foods, such as banana bread, with its nutty flavor, adding depth. During my recipe testing, using only buckwheat flour resulted in a good taste but a somewhat dry mouthfeel. After additional research I realized that buckwheat is a great compliment to other flours, and for gluten free baking is often combined with a rice flour blend. For ease, however, I decided to use all-purpose flour for this recipe to create the texture, but if you are gluten free you can use a gluten free flour blend that subs one for one.

Directions

Ingredients

1 cup all-purpose flour (or gluten free substitute)

- 1/2 cup buckwheat flour
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1/2 cup unsalted butter, at room temperature
- 3/4 cup brown sugar
- 2 large eggs, at room temperature
- 1/3 cup yogurt or sour cream
- 1 teaspoon vanilla extract
- 1 1/2 cups mashed ripe bananas (about 3-4 medium bananas)
- 1/2 cup chopped walnuts or pecans (optional)

1. Preheat your oven to 350°F (175°C) and grease a 9x5-inch loaf pan or line it with parchment paper for easy removal.
2. In a bowl, sift together the all-purpose flour, buckwheat flour, baking soda, and salt.
3. In a large mixing bowl, whip the sugar and butter until light and fluffy.
4. Add the eggs, one at a time, beating well after each addition. Once blended, stir in the yogurt or sour cream, and vanilla extract. Mix until well-blended. Add in the mashed banana and mix well.
5. Slowly add the dry ingredients into the wet ingredients, stirring until just mixed. The batter should be thick and somewhat lumpy. Do not overmix.
6. If using, stir in the nuts.
7. Pour the batter into the prepared pan and smooth the top with a spatula.
8. Bake for about 55-65 minutes or until a toothpick inserted into the center comes out clean or with a few moist crumbs attached.
9. Let the bread cool in the pan for about 10 minutes, then turn out onto a wire rack to cool completely.



Embellished

Roses and feathers and sequins, oh my! Fashion has made a grand entrance into 2024, dazzling us with an array of spectacular embellishments. This year, the runways bloomed with life-like 3D roses and whimsical florals at Balmain, Simone Rocha, and Rolf Ekroth, while ethereal feathers floated down the catwalks of JW Anderson, Koche, and Alexander McQueen. Not to be outshined, sequins sparkled in the collections of Carolina Herrera, Paco Rabanne, and Gucci, among others. These bold statements in texture and drama are not just trends; they're a response to a growing demand for more expressive fashion. As we move away from the understated luxury of 2023, this year's fashion celebrates individuality and flair. Whether you're ready to make a statement with sequins or prefer a touch of floral elegance, there's room for everyone to add a personal twist to these trends. Try your hand at embellishing with the two DIYs we've shared as inspiration!

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Antiqued Florals

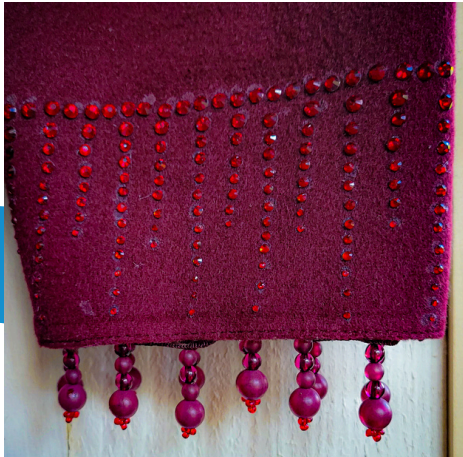


Plumage



Beading

Embellished Coat



MATERIALS

Coat or clothing of choice
B7000 Glue or other fabric/rhinestone glue like Gem Tac
Rhinestones of choice
Wax pencil
Beaded trim (optional)
Ruler/measuring tape

Embellishments took center stage once again on the Spring 2024 runways, building on their dazzling presence from the A/W 2023 season. However, the allure of designer pieces like Brandon Maxwell's \$1,500 embellished coat can be daunting due to the steep prices. Seeking a creative workaround? We did just that by taking a thrifted coat, adding some rhinestones, and securing them with fabric glue for our own take on the trend. This DIY not only saved us a significant amount, but it also allowed us to inject personal style into the piece. Want to try it for yourself? We've put together some tips and tricks on choosing the right materials and applying embellishments to breathe new life into an old favorite. Your wardrobe will thank you for the unique touch, and your wallet will appreciate the savings.

Note: After some research I decided to go with B7000 glue for its flexibility, clear application, and durability, however, while the glue did dry clear, it was still noticeable on the fabric which made it unforgiving if mistakes were made, and there definitely were. If I did this project again, I would look into using a different type of glue, perhaps Gem Tac which seems to be another popular choice, or going for hot fix rhinestones which have the adhesive already on the back and just needs the hot fix tool to attach them to the garment.

DIRECTIONS

1. Prepare your item of clothing making sure it is ironed if needed and will lay flat.
2. Decide on your design. We chose to embellish the sleeves of the coat so went with 24 rhinestones across the sleeve. Decide on how you want your rhinestone pattern to look by doing a run through before permanently attaching. Be sure to measure, take notes, and pictures of your design.
3. Once your design is decided, glue the rhinestones to the fabric. A wax pencil is helpful both for marking lines and for picking up small rhinestones.
4. We also chose to attach a beaded trim to the inside of the coat. Measure out the trim and then glue to the inside of the coat sleeve. We found placing a book or something heavy to keep the trim close to the fabric helped it adhere while it dried.
5. Let everything dry then you're ready to rock your new embellished creation.



Embellished Collar



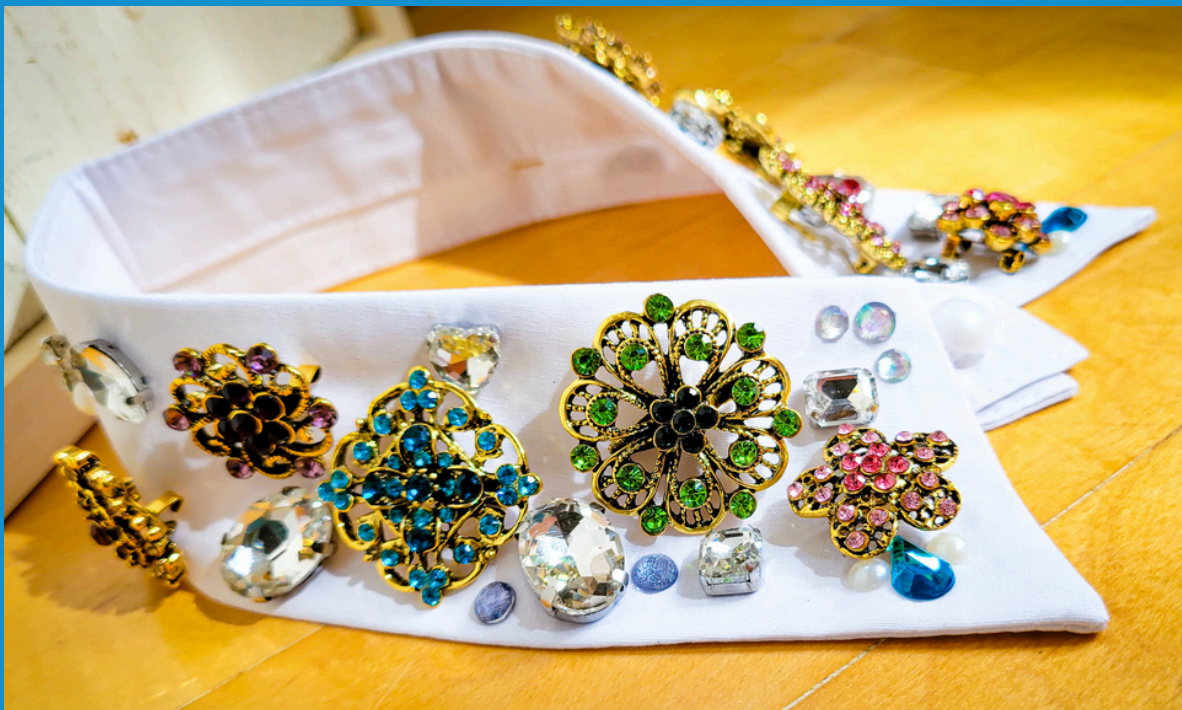
Looking to dazzle with a touch of high-fashion sparkle, minus the hassle? This quick and easy DIY embellished collar, reminiscent of the stunning piece Kendall Jenner sported at the 2023 Met Gala, is the perfect project. Not only will this sparkly DIY make you the center of attention, but it's also fully customizable to match your unique style. Ideal for elevating special occasion attire or adding sophistication to your everyday look, this DIY collar lets you make a bold fashion statement on your own terms. Wondering where to start? You'll only need a few simple materials to bring this glamorous accessory to life.

MATERIALS

Faux false collar
Bulk mixed color rhinestone
Flower brooches
Assorted clear sew on
rhinestones
Glue like Gem-Tac or e6000
Fabric Fuse

DIRECTIONS

1. Set the collar in front of you and layout your brooches and rhinestones until you decide on a layout you like. You can also take a picture to help you remember the layout.
2. Once you've decided how you want the collar to look, pin the brooches in the spots you want, and glue the rhinestones in the areas you decided.
3. Let dry, then you're ready to rock your embellished collar.





LUXE LETICS

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THE LUXE-LETICS INVASION



Over the last decade, athleisure has significantly evolved, marking a journey from its inception, where blending athletic and leisure wear with tailored pieces became a hallmark of modern style. As 2024 gets underway, athleisure has entered its main character era as a backbone of the fashion marketplace. The seismic shift in wardrobe preferences during the pandemic, with comfort and leisurewear becoming the daily uniform, has naturally pushed athleisure to evolve. Enter luxe-letics, the luxury focused merging of activewear and tailored clothing that is meeting our hybrid lifestyle needs. 2024 is not the same fashion marketplace it was at the beginning of 2020. In the past 4 years, our lives have had to adapt to societal shifts and the unpredictability of life. One of the largest shifts that has taken place is how we work. As of 2023, 52% of employees work in a hybrid style office where they work part time at home and part time at the office. A further 27% of employees are exclusively remote. It

makes sense then, that fashion has had to shift with our changing lifestyles. Burned out from the pared back sweatpants, and tie-dye leisurewear of the pandemic, consumers want comfort and ease combined with sophistication and luxury, in short, the best of both worlds. This demand can be illustrated by the zip pullover sweater which grew in sales by 13% in 2023 compared to the drop in sales of traditional pull over sweaters (10%). This particular style of sweater is sophisticated enough for the office, but comfortable enough to wear at home or when meeting friends. The point is further demonstrated by the predicted growth of the fashion marketplace with activewear expected to maintain an annual growth rate of 6.5% for 2024. In addition to activewear, luxury is expected to have an annual growth rate of 4.5%. As a combined market, luxury





activewear is expected to grow at an annual rate of 9.2% going into 2027. Compare these numbers to the expected 4% annual growth rate for all other fashion categories and it's clear that active wear with luxury overtures is in high demand. Luxe-letics is going to be inescapable as brands prepare to meet consumer demand. Activewear brands like Under Armour, Lilly Pulitzer, Reebok, and Lulelemon are adding lifestyle and wear-to-work products to their fashion lineups. Even outdoor brands that focus on technical fashion and activewear like Patagonia, The North Face and Arc'teryx are incorporating more lifestyle items into their brands to meet the demand for Gorpcore, or the trend of incorporating outerwear into trendy streetwear. Not to be outdone by active brands, luxury brands like Dior, Chanel, and Louis Vuitton are also getting in the action by focusing on activewear. Even brands like Miu Miu and The Row, have been meeting in the middle with polos and preppy sportswear, similar to the lifestyle items more active wear brands like Lilly Pulitzer have been creating to beef up their lifestyle category. Luxury brands have even been collaborating with well-known active brands to tap into this market with notable collaborations like Stella McCartney x Adidas, and Louis Vuitton x Supreme.

Beyond consumer demand for luxe-letics, the 2024 Summer Olympics taking place in Paris, are also adding fuel to the interest in luxury athletic wear.

Paris and luxury are synonymous, and the well known French luxury conglomerate LVMH has scored a collaboration with the Paris 2024 Summer Olympics. LVMH has said that the creative partnership aligns with their mission of crafting dreams and that LVMH will represent the "artisan of all victories". The partnership extends past traditional fashion lines and will merge the athletic aesthetic with other industries like jewelry and accessories, and beauty as LVMH includes a diverse array of Maisons, for example Chaumet has designed the medals for the Paralympic Games. While the renewed interest in fashion and practicality is in part an aesthetic choice, one that furthers athleisure as a mainstay of the fashion marketplace, the practical aspects of the shift speak to the changing consumer mindset. 2023 saw an intense interest in quiet luxury, or understated and classic styles of high quality. With post pandemic inflation rates still high, many consumers are choosing to spend more on less, and invest in pieces that not only are high quality, but will also stay fashionable for a long time. This mentality as seen with the quiet luxury trend also applies to the change in athleisure sensibilities. The versatility of the style means there are more applications for the clothing item, and

also makes it a more worthwhile investment.

As we navigate the unfolding narrative of athleisure's transformation into luxe-letics, it's evident that this trend is more than a fleeting fashion statement; it's a reflection of our evolving lifestyle and values. The seismic shifts in workplace dynamics, catalyzed by the pandemic, have irrevocably altered our relationship with clothing, blurring the lines between workwear and leisurewear. In this new era, the demand for apparel that combines the practicality of activewear with the elegance of luxury fashion speaks to a broader desire for versatility, and self-expression in our daily lives.





FIELDS

Uttori Life

Quarter Two



Botanical Sips for Spring Entertaining



Trend Alert:
African Boho Goes
Industrial



The Urban Farm Girl Movement
Wellness | Resilience | Luxury



THE EARTH
LAUGHS
IN
FLOWERS
FLOWERS