

ALYSSA COUTURE



about *F A S H I O N A U T H O R +*
alyssa *F A S H I O N E N T R E P R E N E U R*

Alyssa Couture is a fashion author + fashion entrepreneur. Her upcoming book establishes an alternative approach to clothing: fashion deemed medicinal. Her sole motive is to bring fashion into its course as a therapeutic, healing tool and remedy. To awaken the consciousness of the human spirit via fashion into its transmission of divine activity for overall human wellbeing and ultimate planetary awakening.

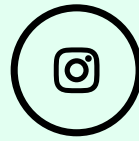
**what is
healthy
fashion
campaign?**

HFC is creating global awareness on fashion deemed medicinal. Alyssa creates and broadcasts solutions for a healthier fashion industry. "Fashion for health is to revamp the body, mind, and soul. If we are healthy, we are happy. We can make fashion do the work for us!"

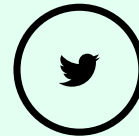
Alyssa Couture

*fashion author +
fashion entrepreneur
hfcampaign.com*

social media



3,840



696



177



1,597

about healthy fashion campaign

HEALTHY FASHION is Alyssa's campaign, and it is a fashion business dedicated to the field of fashion for health.

Alyssa is creating and broadcasting ways to improve and revamp the current state of fashion.

recently featured in:



**work with
alyssa**

services offered

- interviews
- guest speaking
- seminars
- healthy fashion consultations
- sponsored posts:
(articles + gifted product features)



***HFC is for men + women who are into
fashion trends + are health conscious***

target audience

- People who are **health conscious**, with a modern lifestyle.
- People who are interested in fashion **sustainability**.
- People who are **spiritually conscious**, and interested in the awakening on planet and how it attributes to fashion.
- People who **love fashion** in general and are interested in fashion theory, psychology, and all-things fashion.

**HEALTHY
FASHION**

Fashion topics fashion author Alyssa Couture specializes in

- fashion for human health
- fashion for environmental health
- sustainable fashion
- fashion trends
- fashion business
- plant-based fashion
- tech fashion
- fashion psychology
- zero waste fashion
- ethical fashion
- slow fashion

Alyssa is the founder/ owner of healthy fashion campaign, and has worked with multiple brands/companies including

- *Little Lotus Boutique*
- *Circular Economy Club*
- *Union Leader*
- *Hippo Magazine*
- *+ More*

About the fashion book

HEALTHY FASHION: THE DEEPER TRUTHS

by Alyssa Couture



"Fashion needs to become more **advanced and modern**. There's a huge potential and void in fashion, people are becoming bored with clothing. We need more modern, innovative design.

My book HEALTHY FASHION is a new wave opportunity to discover the **power of clothing**. Healthy Fashion, is a timely testament; what we need for the new paradigm of living holistically. Everyone wants more ways to improve their health.

HEALTHY FASHION is a **comprehensive manual**-- a big-picture book inherently interweaving all-things fashion. To achieve a new, healthy approach a multi-faceted approach to fashion is addressed. Fashion's roots are spread wide within the infrastructure of the industry. A diverse culmination of topics from fashion psychology to fashion technology is included." -Alyssa

About the
fashion book

HEALTHY FASHION



book blurb

HEALTHY FASHION offers new and advanced methods on fashion for human health-- revealing the deeper truths of fashion, and it is about creating a deeper foundation and connection to fashion.

Through this book, you will learn how fashion for health provides medically + therapeutically for an everyday, modern lifestyle. Fashion as a health practice naturally moves beyond sustainability and conventional fashion.

As we evolve the soul we evolve the planet. Healthy Fashion is an experience that will help all gain a better understanding of purposeful fashion that will help balance and harmonize the mind, body, and soul.

HEALTHY FASHION is grounded; explaining both the science and spirituality of fashion, as well as several medicinal fashion concepts and theories.

current

- fashion author
- fashion entrepreneur: F/O of healthy fashion

Alyssa's fashion experience

past

- F/O of handmade fashion brand
- eco fashion journalist // researcher
- fashion visual merchandiser
- fashion designer
- fashion blogger
- fashion retail manager fashion
- stylist
- fashion show producer
- fashion and lifestyle marketing



milestones



college // university

- Academy of Art University
- San Francisco, CA
- Fashion Design
- (4+ years)

- selected participant for Saks Fifth Avenue's "Emerging Designer Talent Showcase Competition" 2016
- illustrator for Elizabeth Foley's "Nature Spirits Oracle Cards" 2008
- illustrator for Sue Singleton's "9 Simple Laws to Create Joy and Grace" 2012
- fashion Show Event Producer "Alternative Fashion 2014"

Alyssa's previous eco fashion brand

ALTERNATIVE FASHION from '15-'17

Alyssa's previous brand has been featured in 20+ fashion blogs/news+ media sites from interviews of the designer, to reviews of her seasonal fashion collections.

brand featured in

- Saphrona Nicole
- Venti Fashion
- Molly's Runway
- Trends and Tolstoy
- Tailcoat Times

fashion shows

- Alternative Fashion 2014
- SNHU Fashion Week 2014
- WRJ Fashion Collective 2015
- Fashion for A Cause 2016
- Vogue Fashion Statement 2016
- NH Fashion Week 2017

stockists

- Revolution Boutique
- Runway Passport
- Ecohabitude

fairs + festivals

- Holistic Health Expo 2015
- Wholefoods "Handmade from the Heart" Event 2016
- Wholefoods "Eat & Greet" Event 2016
- Wholefoods "Local Day" Event 2016
- Pop-Up Shop at Susana's Sewing Studio Boutique 2015

public speaking

- Manchester Public TV
- Alternative Fashion 2014
- Eco Fashion Program at Howe Library
- Panel Discussion Speaker at Stinks! Film Screening
- Howe Library Eco Fashion Program
- Aspire TV Radio Interview of
- The Green Divas Radio Show

Micro

Alyssa Couture is a fashion author + fashion entrepreneur. Her upcoming book establishes an alternative approach to clothing: fashion deemed medicinal. Visit www.hfccampaign.com for more info.

Mini

Alyssa Couture is a fashion author + fashion entrepreneur. She is currently focused on her fresh-inspired Healthy Fashion Campaign in conjunction with promoting her upcoming fashion book. Her upcoming book establishes an alternative approach to clothing.

Alyssa is a fashion industry expert, with over 15 years of fashion industry experience in a number of roles. Some of these include fashion business, fashion designing, creative directing, styling, merchandising, journalism, fashion retailing, and fashion show production.

Apart from fashion, she has a spiritually driven lifestyle, having previously lived in several ashrams and monasteries. She is a professional fine artist/illustrator with published and sold works to follow. She is a major foodie and former chef claiming 5 Star reviews. Alyssa has lived and worked in NH, NYC, New Jersey, West Virginia, Michigan, and in her most favored and current location: California. Her love of travel has given her the opportunity to explore different cultures and influence her outlook. Alyssa is a fashion intuitive.

Mini (continued)

Her sole motive is to bring fashion into its course as a therapeutic, healing tool. To help initiate the consciousness of the human spirit via fashion into its transmission of divine activity for overall human health and wellbeing, as well as it being a contributing factor for ultimate planetary awakening. She is currently promoting her upcoming soon-to-be-released fashion book. The book establishes an alternative, modern approach to clothing; Fashion deemed medicinal. www.hfcampaign.com for more info.



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**HEALTHY
FASHION**