

# AWARE HOUSE

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Home & Living

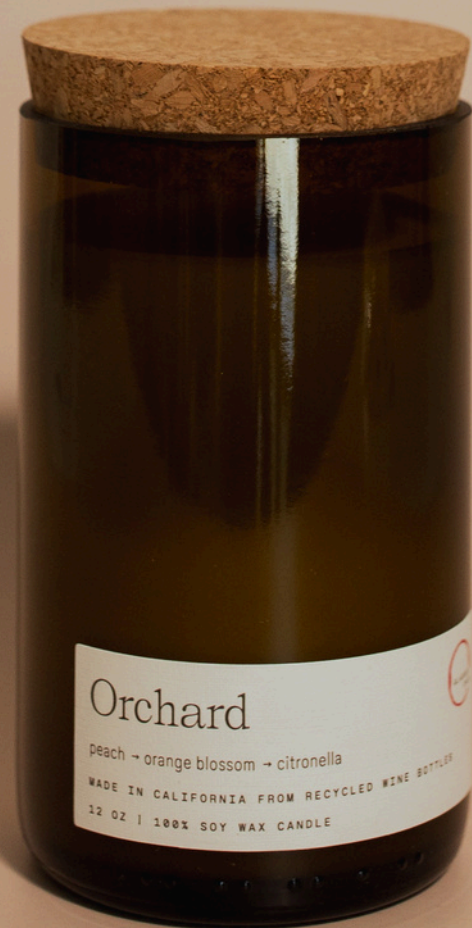
Summer 2025 Edition



Because true luxury is in the craftsmanship

## REDEFINE LUXURY

Support quality  
craftsmanship,  
where true luxury  
lies in the product  
itself, not price  
tags, labels or  
brand names.





# SUMMER 2025 EDITION

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Multicolor Glass Cellars  
*Morgan Gilbreath*

# SHOP SMALL

NEVER STOP CREATING

[WWW.AWAREHOUSESHOP.COM](http://WWW.AWAREHOUSESHOP.COM)



# EDITOR'S NOTE

## A Message from Our Founder

Hi everyone! I am so excited to share our first ever seasonal catalog with you! I have always loved writing and actually wanted to be a journalist growing up (maybe one day). In the meantime, I thought that starting a magazine would be a great way to share more about our business, vendors and products!

I created Aware House in February of 2023. Two years later, I'm continuously inspired by the makers and creators who bring this platform to life. Your work is the reason my team and I continue to build this business every day. I hope this catalog lets you learn more about the work we are doing and why we believe it's so important to shop small.

Summer is a time when the store really shines with products that are perfect for cookouts, vacations or just long days at home. In this issue, you'll find guides featuring summer favorites along with behind-the-scenes stories from a few of our vendors and other exclusive content.

Thank you for being a part of this journey. Here's to the makers and small businesses everywhere!

By Lauren Hidalgo, Aware House Founder & Chief Executive Officer



Aware House's First Ever Magazine Product Feature

## Let's Have Some Fun

**We believe luxury and fun aren't mutually exclusive.** We're not here to chase perfection. Instead, we celebrate authenticity. This platform is about **real people** and passionate makers, not picture-perfect social media feeds.

Let's bring back personality to the everyday—and remember **not to take life too seriously.**

On that note, our *music video* inspiration for this edition is **Starship's Nothing's Gonna Stop Us Now.** Click the link to get some inspiration (and a good laugh at the 80s hair-dos)!

# Embracing Imperfection

## Prioritizing Authenticity in a Fake World

By Kasandra Ortiz, Aware House Chief Marketing Officer

I love an imperfect character, in the people I meet, the books I read and the brands I support. There's a depth and complexity to an underdog that you just don't find in "perfect" characters. You can relate to them because none of us are perfect—and that's what makes us real.

Lately, it feels like so many brands are chasing a flawless, polished image and honestly, it's so boring. The more a brand tries to hide its flaws, the less I find myself trusting them. Real connection comes from authenticity. It comes from showing your personality, quirks and struggles. It's about being yourself, even if that person isn't without certain flaws or insecurities.



Kasandra Ortiz, Chief Marketing Officer

This is why Aware House exists. It's a home for the beautifully imperfect. It's a place that values the small businesses who aren't following trends, but are pouring their personalities into their work. Here, a slight variation in a handmade glaze isn't a flaw—it's the signature of the person who made it.

When I stepped into the role of Chief Marketing Officer this past spring, one of the first things Lauren and I agreed on was that social media had become boring. We knew we needed a fresh approach, one that put our personalities front and center and, most importantly, made it fun again.

Scroll through our Instagram now and you'll find a feed full of memes, movie references and pop culture moments that are fun and engaging while effectively communicating our brand message.

Our performance has seen a major boost, proving that people are craving *authenticity*, not perfection. And yet, so many individuals and brands are still chasing this curated, idealized version of reality that just doesn't exist.

Let's bring authenticity back, embrace our quirks and imperfections, and have some fun!

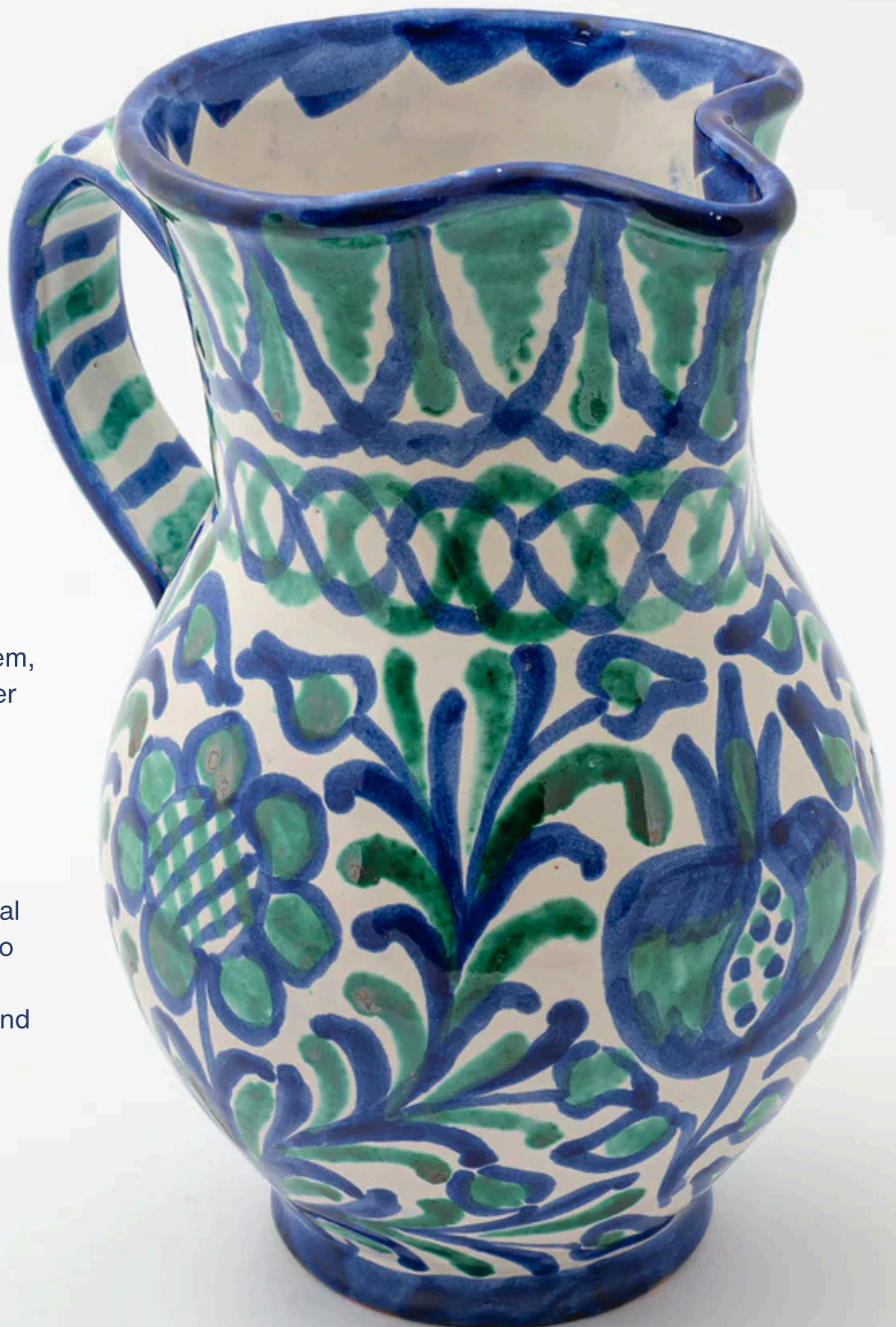


## Preserving Tradition

True luxury lies in the craftsmanship of an item, and this Sangría Pitcher from the artists of **Fajalauza** in Granada, Spain, proves exactly that.

Crafted using traditional methods dating back to the 1500s, pieces like this define our brand and celebrate the irreplaceable value of handcrafted home goods.

@AWAREHOUSESHOP





## A REMINDER: WHY SHOP SMALL?

plastic packaging into landfills each year ([Daily Mail](#), 2024), it's clear that these companies are anything but transparent or truthful.

That's why we can't help but roll our eyes (big time) when we see ads from these companies virtue-signaling, detailing their "sustainability" initiatives and going on and on about why they're *so great* and how much they care about their workers. The fact is, most big-dogs don't put their money where their mouth is.

### WE'VE OUTSOURCED ENOUGH

We all know that many of the products we use every day come from China—but do you know just how many? American Homes, Made in China (page 8) takes a closer look at the extent of our dependence on imported goods from China. From clothing and furniture to toys and appliances, the majority of items in our homes are sourced from overseas.

## THE POWER OF SHOPPING SMALL

*Why do we need to make an everyday effort to support small businesses?* It's easy to forget that people's livelihoods are tied to these products and that by choosing to purchase these items you can make a tangible difference in someone's life.

### IT'S ALL FOR SHOW

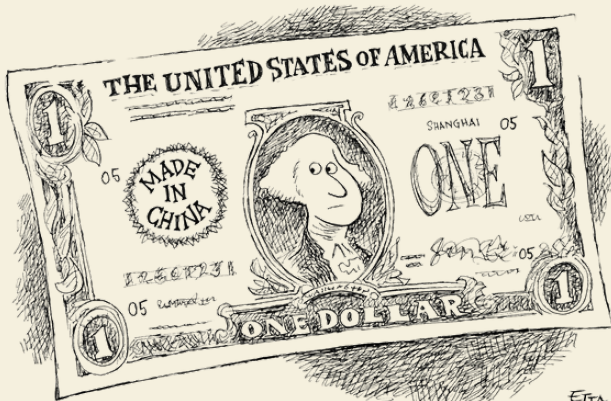
Behind the scenes of big retail, there's a whole lot going on. From deceptive labeling scandals, like when the Federal Trade Commission (FTC) fined Williams Sonoma \$3.17 million for repeatedly **misrepresenting products as Made in USA** ([Forbes](#), 2024), to Amazon actively dumping over 700 million pounds of their supposedly "recyclable"



While **global trade** plays an important role in a connected world, we (like many of you) believe the pendulum has swung too far. In our opinion, a much larger portion of our supply chains would ideally be kept domestic so that we could ensure product quality, worker safety and create a wider variety of trade jobs for American workers.

We know that a lot of the items on this list are not exactly “replaceable” via domestic producers at the moment (for example, it may be very difficult to find a made in the USA toaster). Still, in the meantime we can make an effort to purchase items from domestic suppliers that *are* readily available, like pots and pans or blankets. **It’s not about being perfect**, it’s about making a bit of an effort to support domestic alternatives where possible.

Note, *this is not intended to be a political stance*. We simply believe that by supporting our economy through increased manufacturing, we create stronger communities and more opportunities for people in this country!



TV 07/05/05



### American Homes, Made in China

The average US citizen relies *heavily* on Chinese-manufactured goods for their everyday needs:

- **90-100%** of artificial plants, children’s books, toasters, kitchen flasks, microwave ovens, alarm clocks, baby buggies, fireworks, clothing hangers and more are made in China.
- **80-90%** of games consoles, blenders, knife blocks, pots and pans, dishes, Christmas decorations, nail care tools, makeup brushes and blankets are made in China.
- **70-80%** of picture frames, computers, wall clocks, lamps, scissors, utensils, hairdryers and furniture are made in China.

Source: Graphic News, 2025.



## MAKING IT HAPPEN

**We aren't fans of greenwashing or overly-virtuous marketing.**  
We simply put our words into action and let our achievements  
do the talking.



## Our Achievements

Sourced directly from the vendors, our products are **traditionally manufactured** to a high-quality standard. Whether an item is made in a small artist's workshop or a large-scale studio, each supports true craftsmanship at the forefront and is designed to last for years to come.

We started this company to support small creators and provide consumers' options for purchasing their favorite home goods.

Here are some of **our achievements** year to date. We couldn't have done it without you!

- Over **400** orders fulfilled
- Over **1,000** products sold
- Over **\$30,000** in total sales (we've already surpassed last year's total sales!)
- Over **1,300** customers and mailing-list subscribers



Wild Cherry Blossom Soup Set  
*HiroYuki Sugawara*



# CUSTOMER TESTIMONIALS

See what our customers have to say about shopping with us



@AWAREHOUSESHOP



“GORGEOUS, EYE-  
CATCHING, QUALITY  
PIECES!”

*By Lauren K.*

Purchased the Petite Espresso & Mossy Forest Mug

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“PERECT SMALL  
BUSINESS”

*By Jessica C.*

Purchased the Concrete Pumpkin Limited Edition Set

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“AN EXQUISITE  
BRAND!”

*By Morgan M.*

Purchased the Printed Tea Towels in Poppy

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**Head to the website to explore all of our five star reviews**  
Or, **leave a review** and receive a **\$5 coupon** towards your next order!





# MEET THE VENDORS

We collaborate with vendors around the world—from local pottery studios in the U.S. to masterful independent artisans in India—each brings their own unique perspective and skill to the table.

We had the pleasure of sitting down with a few of our U.S.-based vendors to learn more about their brands, the inspiration behind their work and what drives their creative process.



# BIQUETTE

## Where Art Gets Cozy

In an industry that's continuously changing few businesses can claim both deep roots and forward-thinking innovation. Biquette, a modern custom blanket brand, is one of them—and behind it is Andy Concilio, a textile veteran whose journey from New York's sweater factories to co-founding one of the most distinctive blanket brands in the country is nothing short of inspiring.

Andy's story is the story of American textiles—a tale of local manufacturing, economic shifts, and resilient reinvention.

## A LIFE STICTCHED INTO TEXTILES

At just **11 years old**, Andy found his first job in a local sweater factory in New York as a cutter's assistant. That started him on a path towards textiles, eventually launching his own cut-and-sew shop in Ridgewood, Queens in the 1980s.

Then the heart of the U.S. sweater industry, there were about **600 knitting mills** in just a five-mile radius of Ridgewood. Andy recalls, "Queens was a tight-knit community of cut-and-sew shops, dye houses, and knitters. Everything happened locally."

The area didn't just produce textiles; it produced opportunity. Immigrants from Germany, Italy, and later Slavic countries fleeing conflict, found jobs, mentorship and in many cases, a chance to open their own businesses. Entrepreneurs like Andy thrived building a resilient, local supply chain. However, by the late 1990s, that **system began to unravel**.



House Plants Throw Blanket in Blue Night

## GLOBAL POLICY, LOCAL FALLOUT

A series of government policies—most notably the **Provision 807(A)**—encouraged U.S. manufacturers to shift labor-intensive production to the Caribbean, and later Mexico. While fabric and yarn were still sourced domestically, the majority of sewing work moved offshore. Though designed to help U.S. firms stay competitive, Provision 807(A) inadvertently fueled a wave of closures across domestic factories.

Eventually, U.S. cotton also became increasingly difficult to source as government subsidies incentivized domestic farmers to export their yield. **By the end of the decade**, the once-bustling textile scene of Queens, NY, had dwindled from over 600 mills to **fewer than 200**. Yet while many factories shuttered, Andy leaned into innovation, laying the groundwork for what would eventually become **Biquette**.

## REINVENTING THROUGH INNOVATION

Andy's early adoption of **computerized knitting machines** in the early 2000s allowed him to pioneer personalized, design-forward textile products, most notably the Phototrow™, a fully-customized blanket featuring digitally knitted photos.

At its height, the operation produced 2,000 blankets per week, demonstrating that **personalization could thrive**, even in a contracting industry. This commitment to reinvention set the stage for Biquette, launching in **2021**. Alongside his co-founder, Andy envisioned a brand that blends old-school textile craftsmanship with modern technology, innovation and design.

## THE BIQUETTE DIFFERENCE

Biquette is a values-driven brand: zero waste, zero inventory and total customization. Every blanket is **made to order** using the best materials available. From Egyptian cotton to Italian Merino wool, production always remains local, preserving the **quality and heritage** of American textile work.

Each blanket is a creative project designed by an artist from around the globe. Fully-customizable, major brands like **Pixar** and **Oracle** have collaborated on limited-edition blankets, and regular customers can request their own specialty projects at discounted pricing.

With plans to expand into hospitality in 2025, Biquette is poised for growth. For Andy, the **mission remains clear**: create meaningful, lasting products. His favorite part about his career? Seeing a **smile** on a customer's face when they receive their customized throw.

To finish it off, we asked Andy for his best advice for any business owner: "Learn how to make something people want. Don't worry about what it costs—focus on what you can earn long-term. And most importantly, **never stop asking questions.**"

Remember that five mile radius with over 600 knitting mills in Queens? Well, now there's just **one mill left**. And Biquette is **one of six** mills in a larger 50 mile radius in that same area. Don't let the industry dwindle away, support **made in the USA** manufacturing today with Biquette.



Toni Frank Darling Scarf  
in Blue Clementine





## MĀSK SKIN + BODY

### A Legacy of Healing

When Sarah Mirsini, founder of MĀSK Skin + Body, launched her brand, it wasn't about investors or industry forecasts—it was about **healing**. After 20 years of battling acne, she found relief through plant medicine. That transformation sparked more than just better skin; it led to the creation of a brand rooted in **plant intelligence, emotional healing and skin barrier support**.

But entering the beauty world quickly revealed a tough truth: purity and purpose aren't always enough. "I thought passion would carry me," she reflects. "But I learned that the industry often **favors trends** over intention and fast results over deep healing."

Staying true to her values meant **walking away** from shortcuts—reformulating when ingredients felt out of alignment, even pulling products she once loved if the supply chain no longer matched her ethics.

### THE ENDOCANNABINOID SYSTEM

One of MĀSK's **key differentiators** is its reverent use of full-spectrum CBD, which the founder notes as a therapeutic tool grounded in science. "Most people don't realize your skin has its own endocannabinoid system," explains Sarah. "It helps regulate oil production, inflammation and barrier repair—and it has more cannabinoid receptors than almost any other organ."

Each formula uses **bioavailable, full-spectrum extracts** and is paired with herbs like calendula, chamomile and arnica—plants chosen not for marketing appeal, but for their ability to support the skin's natural regulation.



MASK Founder Sarah Mirsini

**Did you know?** Most CBD skincare on shelves is either underdosed or poorly extracted. “A CBD label doesn’t mean much if the product isn’t full-spectrum, bioavailable and paired with ingredients that support absorption.”

## SARAH’S TOP THREE

Reasons to Support Small Batch Skincare

1. **Freshness & Potency:** Small-batch production ensures ingredients are vibrant and nutrient-rich, not warehoused for months on-end.
2. **Ethical Sourcing:** When you support local, you’re not just buying a product —you’re backing a maker, a mission and a community. Working with local farmers, herbalists and artisans means every ingredient can be traced with transparency and integrity.
3. **Purpose Over Profit:** Every formula is crafted to heal—not just to sell. “We’re not here to follow trends or cut corners to meet corporate margins.”

## GENERATIONAL KNOWLEDGE

MĀSK is deeply **personal**. Raised between the mountains of Norway and the coasts of Greece, Sarah draws from a lineage of healers, her Greek grandmother and Norwegian grandfather among her earliest teachers in plant-based care.

From wildcrafted botanicals to endocannabinoid support, every product in the MĀSK line is designed to **restore balance** with ingredients that support both the skin barrier and the nervous system. “This is **skincare with soul**. A ritual of return. A merging of tradition and modernity, from my lineage to your skin.”



MASK photos taken by Nick Finocchio





## Mediterranean Fashion

Shop our wide selection of traditionally woven cotton and linen dresses, shirts, pants and shorts, designed with summer in mind.

View the complete Slow Fashion & Accessories collection online.

@AWAREHOUSESHOP

The Sile Organic Maxi Dress in Blush  
*Loom.ist*

# JACKSON'S TIMBER

## Q&A with David Jackson

**Q: Tell us a little about your background and how Jackson's Timber came to be.**

My name is David Jackson and I am the creative force behind Jackson's Timber. I was born and raised in Adam's County, Pennsylvania. Later I moved to Rhode Island, working as a chef in a few upscale restaurants. **A need for change** brought me to North Carolina and in 2020 where I decided to leave the restaurant industry and focus on my growing family.

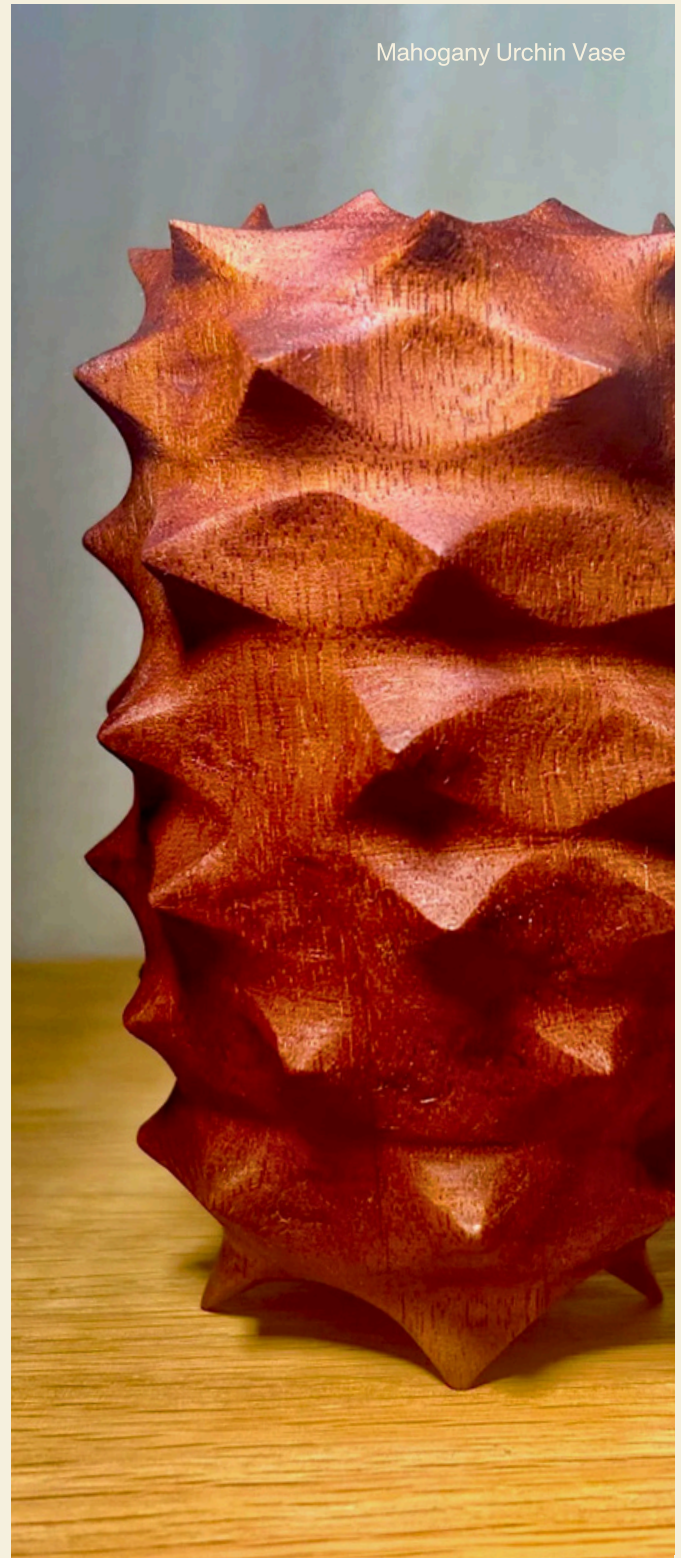
My three kids have completely **changed my outlook** on life and my career, and I am now a stay at home father and exercise my creativity through my art. Wood turning and carving are my main focus, though painting and drawing often creep into the mix.

**Q: What drew you to woodworking specifically?**

There is so much beautiful material to work with. From swirling burls to the simplest of grains, I really have a great appreciation for it all. I have always been **drawn to nature** and what it can provide, transforming it into something that can be used in the home. From salad bowls to intricate sculptures, it's always fun to make something that can be enjoyed in your personal space.

**Q: How has your approach evolved over time?**

My shop started out of my garage in 2021 and I acquired a lathe in 2022, which quickly became my most used piece of machinery. There's something about wood shavings flying everywhere and being completely covered in the material you are working with—it's almost like **becoming a part of the object you're making**.



Mahogany Urchin Vase



Like most new to wood turning, at the beginning I wanted to turn every species of wood that I could get my hands on. I am now in my third year of turning and have slowed down a lot.

To make a truly great piece, **you must go at a slower pace.**

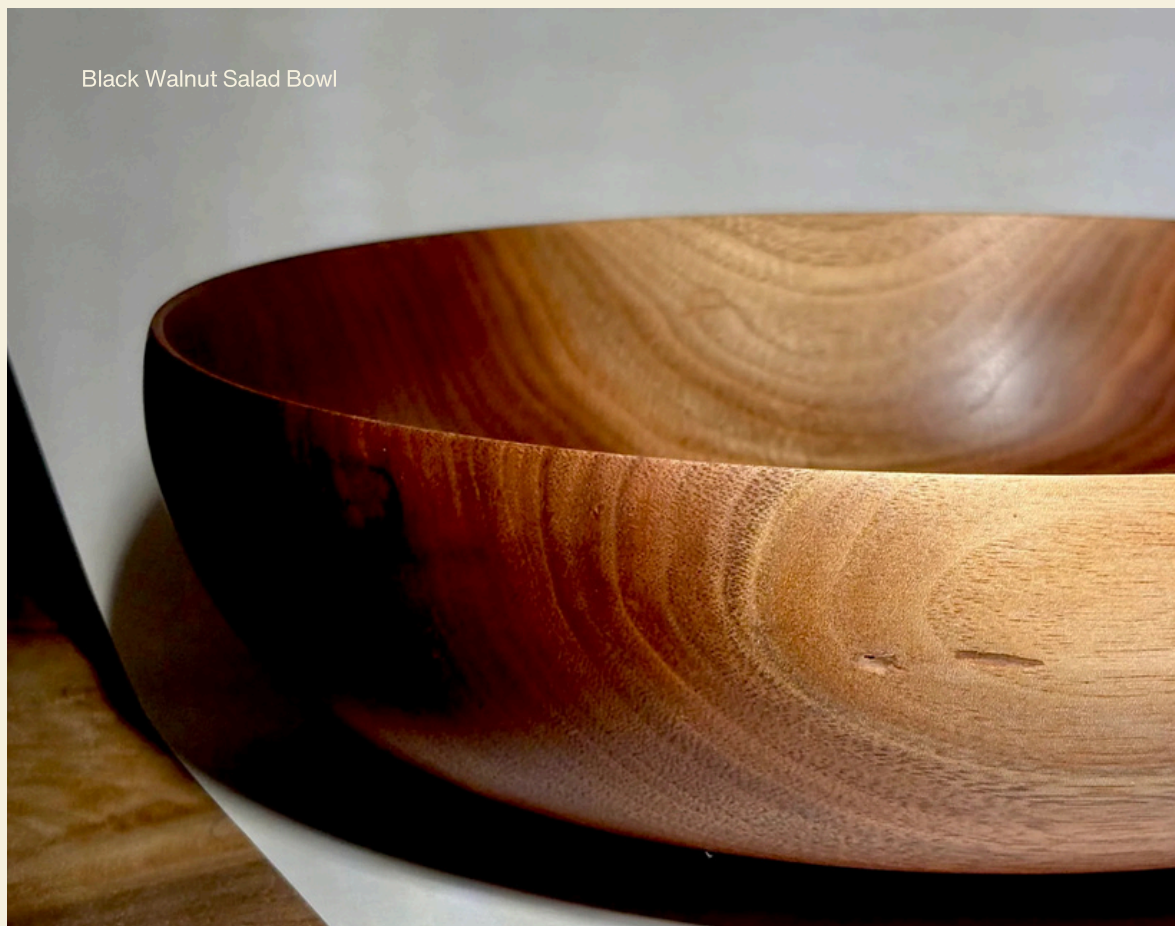
Everything now is much more thought out with intention. Sometimes I let the beauty of the wood speak for itself, other times the form and shape lead and the wood acts as the backdrop. I've recently started sketching my pieces before I begin work, which I feel is a big step in my development. **I'm never short of ideas**—the challenge is finishing what I start. Sketching my designs first has helped me stay focused and more intentional.

**Q: Where can people find your work?**

I started selling my creations on Etsy in 2021. Although my sales and reviews were very good, I couldn't help but feel like I was fueling **another corporate giant**, trying to please another robotic algorithm, basically selling my soul to sell a few bowls on Etsy.

Unfortunately, Etsy has become a wasteland of personalized plastic garbage and AI art. About six months ago, I made the huge decision to **leave the platform** altogether.

I stumbled upon Aware House and recognized that this platform shared my values. I now only sell locally in North Carolina and with Aware House.



Black Walnut Salad Bowl

# EMERSON CREEK POTTERY

Functional Art, **Built To Last**

In Bedford, Virginia, a small family-run pottery studio has been turning out hand-crafted ceramic pieces since 1977. What began with one man's creative passion has grown into a multigenerational effort led by the **Leavitt family**.

"We're a **family-run business**" says daughter Elena, "My Dad started in the 1970's and continues to work today with myself and my brother along with a small team of artisans. I grew up in the business—I'd like to say I've become more useful to the company over time!"

The company's **mission** is simple: to make functional art through nontoxic ceramics. Each piece is handcrafted with care, designed to bring both beauty and practicality to everyday life.

## INDUSTRY RESILIENCE

Over the decades, the American ceramics industry has undergone major transformations, many of which have challenged smaller producers.

"One of the biggest challenges we faced was **post-NAFTA** when almost all of the American-made pottery manufacturers moved to cheaper labor markets overseas," Elena explains. "**We had to adapt** our business model and marketing to stand out amongst the cheaply made pottery we were competing with."

That adaptation came in the form of leaning into their unique strengths: hand-painted designs, small-batch production and a **commitment to craftsmanship**. It's this personal approach that has helped the studio maintain a loyal customer base.

"We're proud to make items that people will use in their homes every day," says Leavitt. "Our pottery is made to be used for years and add beauty and function to daily tasks."

**Despite increasing competition** from both larger American pottery makers and studio potters alike, Elena believes their work continues to resonate with buyers.

"There are a few other larger American pottery makers as well as lots of small studio potteries we share the market with, but our hand-painted designs and hands-on approach to everything we do has helped **set us apart**."

Honey Pot in Go Green Earthware





In recent years, **a growing number of consumers** have become more intentional with their purchases—a trend that’s proving beneficial for small, values-driven businesses like the Leavitt’s.

“There has been a much more focused effort in recent years from consumers looking for American made, small businesses and being more conscious with their purchases,” Elena shares. “Maybe they’re shopping less but supporting companies with a strong ethos. By supporting small businesses, even if not directly in your community, it **supports jobs and communities**, which is so important.”

### CONSISTENCY IS KEY

With nearly **five decades** of operations, one guiding principle has helped the Leavitt family stay on-course: consistency is key.

“One of the big lessons I’ve learned from watching my Dad run the business is having the consistency and discipline to keep showing up,” Elena shares. “By providing a great product, treating employees fairly and being flexible, we’ve been able to keep operating through changes in the economy and shopping trends.”

**That adaptability**, combined with a strong sense of purpose, is part of what gives Elena confidence about the future of small businesses in the U.S.

“I am!” she says when asked whether she’s hopeful for the future of small businesses. “I think the effort for shopping small has been very positive and the **younger generations** are much more aware of the brands they are buying from. The internet has been a major game-changer in the last thirty years, allowing shoppers to learn and connect directly with brands.”

In an era defined by fast everything, **Emerson Creek Pottery offers something different**: a familial approach that values relationships and quality beyond just the product. And after nearly fifty years, it’s clear: that approach never goes out of style.



Iris Teapot



# SUMMER *Essentials*

The Complete Product Guide

The Bagh Linen Table Runner  
*Banyan & Birch*



# KITCHEN & DINING

**There's something nostalgic** about the crisp whites and blues of a Mediterranean summer or the smell of the grill at a family barbecue.

Our top summer picks are selected to elevate everyday meals, offer thoughtful gifting options, and simply make time in the kitchen more enjoyable this season.

## The Perfect Summer Get-Together

Brighten up your next meal with these handcrafted picks from some of our best-selling vendors.

*Pictured from top to bottom, right to left:*

- **Brookline Skillet** in Cherry from Emerson Creek Pottery
- **Andalusian Seed Bowl** by Fajalauza
- **Berry Colander** in Lavender by Emerson Creek Pottery
- **Summer Collection Potholders & Coasters** by Kate Kilmurray
- **Wine Bottle Glasses** in Olive by Glassed Over Candles
- **Ceramic Grater Plate** by Heidel Ceramics
- **Stando Tong** in Gold by Gestura Utensils



# DINE IN STYLE

OUR TOP THREE SUMMER 2025 KITCHEN & DINING FAVORITES ARE CHOSEN FOR THEIR PRACTICALITY, DURABILITY AND STYLE



## Iced Tea Pitcher

**Keep your drinks chilled all summer long** in this elegant Iced Tea Pitcher from Emerson Creek Pottery.

Available in two nature-inspired designs, each is handmade in their Bedford, Virginia studio and serves as a practical and beautiful addition to any dining spread.



## Peach Gardens Napkin

**A good summer spread is all in the details.** Add style to your table while saving money on disposable napkins with these reusable linen napkins from Banyan & Birch.

The set of four is adorned with a delicate peach floral motif that pairs perfectly with the matching [Bagh Table Runner](#)!



## Artisan Dipping Board

**Summer mealtime is all about gathering with loved ones and sharing an experience,** and this Dipping Board from Millstream home helps you do just that.

With built-in grooves and a large 15" length, it's perfect for holding oil, vinegar, or any jams or spreads. Dig right in!



# ART & LIVING



**We don't know who decided it was cool to only put grays and neutrals in your home, but we're over it. Gray is out, color is in!**

You don't need to be boring to be elegant. From rugs with your favorite sea creatures on them, to strawberry planters, this summer is all about brining the vibrancy of the season indoors.

## Having Fun With Color

Embrace the colors of summer with these Art & Living favorites.

*Pictured from top to bottom, left to right:*

- **Crab Mat** by Deloria
- **Desert Jasmine Linen Pillow Cover** by Banyan & Birch
- **Firenze Candle** by Les Lumières Du Temps
- **Luxury Matches in Sardine and Lemon** by Archivist Gallery
- **Fig & Strawberry Candle** by Summer Solace
- **Textured Ceramic Earrings** by Heidel Ceramics
- **Strawberry Planter** by Rise and Shine Ceramics



# BRING BACK COLOR

OUR TOP THREE SUMMER 2025 ART & LIVING FAVORITES ARE PROOF THAT YOU DON'T NEED TO STICK TO NEUTRALS TO BE ELEGANT.



## Candy Striped Wool Blanket

**A good blanket never goes out of season**, and the summer is no exception.

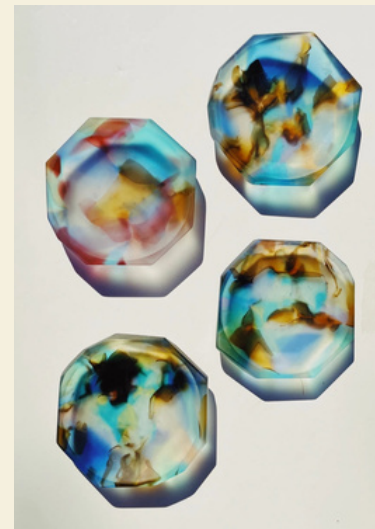
Available in a large or extra-large king size, this bright addition from Atlantic Blankets features fun pastel stripes that are sure to add a pop of color to any picnic, day at the beach, or late night by the campfire.



## Ceramic Pillar Lamp

**Looking to add some functional yet sophisticated art to your living space?** Look no further than these Pillar lamps by VESSEL.

Choose from a wide selection of timeless colors like cool frost blue, warm neutral dune or butter yellow. Each lamp is made and assembled right here in the USA.



## Multicolored Glass Catch-Alls

**There's no better way to create the illusion** of an organized space than with Catch-All Dishes.

Whether you're looking to organize keys, coins, or jewelry, these multicolor trays from Morgan Gilbreath bring a spark of artistry to any room. Plus, they're food-safe, perfect for salt, pepper, olive oil, and more!



# BATH & BEAUTY



**Summer heat got you sweating?** Us too, but we have some good news! You don't need to have a ten-step skincare routine in order to maintain good hygiene.

Here are some of our favorite go-to's to keep you smelling and looking fresh from head to toe.



## Easy & Fresh

Keep clean and hydrated with these Bath & Beauty staples.



*Pictured from top to bottom, left to right:*

- **Face & Body Gua Sha** by Step Zero
- **O.G. Balm Moisturizer** by Ash + Stone Skincare
- **Grove Face Mask** by Onyx + Petal
- **Pit Mist and Deodorant Stick** by Pit Sticks
- **Zinc Tallow Balm** by VanMan
- **Powder Dry Shampoo** by & Tread Well
- **Basil Hair Drip** by Onyx + Petal
- **Cardamom & Blood Orange Lip Balm** by Summer Solace Tallow



# SIMPLICITY IS KEY

OUR TOP THREE SUMMER 2025 BATH & BEAUTY FAVORITES ARE ROOTED IN SIMPLICITY & VERSATILITY, PERFECT FOR ON-THE-GO SUMMER TRAVEL.



## Linen Turkish Beach Towel

**Carry the essence of the Mediterranean with you** wherever you go this summer.

A perfect 50-50 blend of linen and cotton, the soft, lightweight Turkish Towel from Loom.ist has a high absorbency and is quick-to-dry, making it a travel-friendly staple in your suitcase this season.



## Summer Seizure Fragrance

**An Aware House best-seller**, this signature fragrance from Hetkinen is crafted with 100% natural oils, absolutes, and aromatic components.

Featuring notes of Finnish white rose, neroli, and pink pepper, the unisex blend is light enough for daytime wear yet rich enough for the evening—making it your perfect go-to during summer travels.



## Skin Balancing Sheet Mask

**Hot weather brings sweat, clogged pores**, and—let's be honest—the occasional night of falling asleep with your makeup on (we've all been there).

MĀSK Skincare's sheet masks are here to help. Formulated with effective ingredients, each single-use mask targets specific skin concerns while fitting seamlessly into your routine—whether you're at home or on the go.



HELP US REACH  
OUR 2025 GOAL OF  
**ONE-HUNDRED**  
VENDORS.

Join our mission to  
support the highest-  
quality small  
businesses in the  
country.

**Apply to be a vendor**  
on the website today!

GOOD  
THINGS  
AHEAD

The Lan Na Duster Dress in Lima  
*Baan De Sol*

AWARE HOUSE

# LABELS ARE SO OUT REFEDINING LUXURY

## WITH AWARE HOUSE

When you see someone dressed in head-to-toe designer logos...



Or disembarking their mega-yacht in more subtle (yet still very noticable) designer brands...



**What are the first words that come to mind?** For us it's...

- Ridiculous
- Tacky
- Insecure
- Over-priced

### LOGOS ARE OUT, SUBTLETY IS IN

The fashion industry is the perfect example of how labels and branding are just a marketing tool to allow companies to **charge you ten times** (or more) what these products are actually worth.

We've seen multiple companies getting into PR or even legal trouble for allegedly lying about their **production processes**—like Louis Vuitton, which has long claimed that its products are handcrafted in France.

Over the past year information has surfaced indicating that many of the brands' items are actually mass-produced in Spain, Eastern Europe, and even the US, and later shipped to France, where minor finishing touches are applied—just enough to earn that coveted "Made in France" label.

TikToks circulating online have also alleged that luxury handbags from brands like **Hermès**, **Dior**, and **Louis Vuitton** are largely manufactured in China, with only the final assembly or finishing touches completed in France or Italy—again, just enough to qualify for a coveted "Made in" label.



These claims have extended even to the most elite products, like the **Hermès Birkin Bag**. Videos purportedly filmed inside Chinese factories show artisans crafting bags that will eventually get sent to the EU.

According to some of these TikToks, Hermès allegedly charges customers more than **twenty times** the estimated production cost for one bag, with some selling for over thirty-thousand dollars, underscoring the massive markup that comes not necessarily from legitimate craftsmanship, but from **branding**.

So, **the question is**, what are you *really* paying for when purchasing from these brands?

We believe that these brands are selling you a highly refined marketing **illusion of luxury** which isn't about craftsmanship—it's about trying to meet an impossible standard.

**Adam Sandler** is the perfect antithesis of this. He's worth hundreds of millions of dollars and yet he walks around in oversized basketball



*Adam Sandler dressed (not to) impress at the 2025 Oscars*

shorts, old sneakers, and no visible logos. Making a strong statement, Sandler attended the **2025 Oscars**, one of the most elitest events of our time, in a hoodie and basketball shorts.

"I like the way I look because **I'm a good person**. I don't care about what I wear or what I don't wear," Sandler said to Conan O'Brien, who publicly mocked him. "Did my snazzy gym shorts and fluffy sweatshirt offend you so much that you had to mock me in front of my peers?"

**Sandler has nothing to prove**—and in a world where celebrities go to great lengths to "stand out" by draping themselves in hundreds of thousands of dollars' worth of designer clothes, jewelry, and glam squads, the irony is that the one person who truly stood out was him.

**Marketing has replaced quality** and logos have replaced genuine value, but it doesn't have to be that way. Through shopping small, you get way more bang for your buck. You're paying for the product—not the layers of corporate overhead, ad spend, or celebrity endorsements.

There are thousands of small creators producing **incredible work** and Aware House makes it easier than ever to discover them. **True luxury** isn't about logos, labels, or manufactured hype. It's about quality, transparency, values—and supporting the actual people behind the products.

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# BUILD YOUR MADE IN THE USA WARDROBE

Your Guide to American-Made  
Apparel with **Southland Heritage**





## ALL-AMERICAN APPAREL

American consumers are rethinking how they spend their money by prioritizing companies that align with their values and support domestic production. One area where this shift is becoming increasingly visible is the **fashion industry**. Despite the fact that this landscape is dominated almost entirely by imported products, **demand for American-made** fashion is quickly gaining ground.

According to 2025 [Capitol Data](#), around **78%** of Americans say they prefer to buy U.S.-made clothing when given the choice. This includes a broad range of consumers—from Boomers motivated by patriotic values to Gen Zers who prioritize ethical and transparent business practices. However, only **2.5%** of the average American's clothing spending ends up going towards domestic brands.

So why the gap? A big part of the problem is **knowledge**. Many people simply don't know how or where to find trustworthy, American-made clothing.

That's where **Southland Heritage** comes in. An online directory and growing community, the platform is making it easier than ever to support Made in the USA (miUSA) apparel. We spoke with founder **Jake South** about the current state of American manufacturing, how the industry is evolving, and his advice for building a miUSA wardrobe on a realistic budget.



*Founder Jake South rocking a MiUSA outfit*

### FINDING SOUTHLAND

"I started Southland Heritage in 2023 after a few years of swapping my entire wardrobe for miUSA garments," explains South. "I wanted to share the list I had created, especially since I wasn't able to find a directory that was modern and trustworthy."

**The 2016 election** was a turning point for the founder: "It was a huge shift in how I valued spending money. I wanted my vote to matter. I put the website together, started social media, and began posting photos and sharing brands. Making a **positive impact on American jobs** by supporting American manufacturing is a major aspect of why I do what I do."

## A SHIFTING INDUSTRY

A 2025 article by [All American](#) notes that the number of U.S. apparel manufacturers has declined from over **15,000 in 2001** to around **6,500 in 2023**.

“It’s been a mix”, says South when asked about the industry landscape. “There have been natural disasters, fabric suppliers closing, awesome new brands launching. We have **major challenges** when it comes to textile suppliers and the **supply chain** staying relevant. Ultimately, more people are purchasing miUSA, which is a step in the right direction.”

While the U.S. still has thousands of clothing manufacturing operations, most are small-scale, specialized, or focused on components rather than complete garments. Southland Heritage’s directory currently features **nearly 400 companies** listed. For Jake, his brand is just getting started. Consumer demand is strong, and future plans include improving the site’s user experience, launching miUSA merchandise, and collaborating with like-minded creators to expand brand and industry awareness.

**Founder Jake South remains optimistic:** “It always amazes me to see the support from people, brands, and owners. While heritage gear can be costly upfront, it saves money over time.”

With only **2–3%** of American companies still manufacturing domestically, South emphasizes that every purchase makes a difference. “Supporting these brands helps sustain local economies, American jobs, and reduces your environmental footprint.”

## THE GUIDE

What’s easy to shop miUSA? What’s difficult?

What are the best brands to source from, where do we need more development? How do you shop miUSA on a budget?

**Read on to find out!**

### EASY

T-shirts (Goodwear, American Giant)  
Denim jeans (Gustin, Imogene + Willie)  
Socks (Darn Tough, Fox River)  
Hoodies/sweatshirts  
Baseball caps  
Flannels/ Casual button-ups (Richter & West Major)

### MEDIUM

Footware (ComunityMade)  
Workwear/jackets (Pointer Brand, Dehen 1920)  
Chinos and trousers (Jack Donnelly, Grown & Sewn)  
Dresses and skirts (more availability recently, but still limited in variety)  
Undergarments (Blade & Blue for underwear, Pact for basics)  
Athleisure/activewear (growing category, but still niche)

### HARD

Running shoes/athletic sneakers (SOM Footwear, Victory Sportswear)  
Terry cloth items (towels, sweat shorts) – limited due to no U.S. production of terry cloth fabric  
Bras and structured lingerie  
Technical outerwear/rain gear  
Fashion-forward women’s wear

### Jake’s Favorites:

*“Wiesmade, Grown & Sewn, Gustin, Devium, American Trench, Wear Warren, Mark the Tailor have strong selections across all categories”*



# BUILD YOUR MADE IN THE USA WARDROBE

*With Southland Heritage*

## Take Inventory

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Before buying anything new, go through what you already own. What do you wear most often? What do you actually need? Focus your efforts on replacing those essentials first.

## Set a Budget & Prioritize

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You don't need to swap your whole wardrobe overnight. "Start small," says South. "If you're on a budget, hunt sales." Prioritize versatile, high-wear pieces like T-shirts, jeans, jackets or boots.

## Find Trusted Brands

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Use the [Southland Heritage Directory](#) to discover brands that match your style and values. Nearly 400 companies are listed, so there's something for everyone.

*Southland Heritage*

## Sign Up for Email Lists

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Most miUSA brands run promotions around holidays or offer first-time subscriber discounts. “Sign up for the company’s email blasts,” says Jake. “That can help as you save up for the garments you want.”

## Shop Local (If You Can)

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“Find a local heritage store that stocks a brand you like and go in and introduce yourself. Try things on, talk shop, and wait for a sale,” Jake recommends. “Trying thing on in-person where possible is also a great way to get a feel for sizing, fabrics, and fit.”

## Build Slowly & Intentionally

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Mix your miUSA pieces into your everyday outfits. Over time, your American-made wardrobe will grow — and so will your connection to where your clothes come from and who made them.

Make sure to head to [Southland-Heritage.com](https://Southland-Heritage.com) to start shopping Made in the USA now!

Got questions or need help building your miUSA wardrobe? Email Jake at [Jake@Southland-Heritage.com](mailto:Jake@Southland-Heritage.com)!

*Southland Heritage*





THANK YOU

## NEWS + WHAT'S COMING

If you've made it this far, thank you for reading (we seriously appreciate it)!

**2025** has been an intense learning curve, but we've kept on moving. What started as an idea over two years ago has finally taken shape and we're genuinely **grateful** to everyone who's supported us along the way.

Looking ahead, we're focused on growth. Here's **what's coming up**:

- Tons of new vendors and products
- New categories and limited seasonal collections
- Fall and Holiday Digital Catalogs
- Improved website browsing experience (let us know if you have suggestions!)
- More thoughtful, informative content (with a healthy dose of memes) on Instagram (follow us [@awarehouseshop](#))

**Thanks for sticking with us**—we're just getting started!







# SHOP SMALL

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