

ISSUE #01

EST. CA

ESTABLISHED CALIFORNIA



EXPLORE. CONNECT. SHARE.



ESTABLISHED CALIFORNIA / ISSUE #01

We believe, no matter where you call home, you should:

BE ESTABLISHED. LOVE LIFE. LIVE CALIFORNIA.

Established California was created to encourage a community of people to share their own personal Golden State of Mind.

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The *Golden State of Mind* is within those who search for it. *Find yours.*

There are many reasons why people flock to California, The Golden State. It might be to follow a dream, the climate, the beaches, the city, the community, the diversity, the acceptance or all of the above. But, no matter where you call home, the **Golden State of Mind** is within those who search for it.

As a born-and-raised California girl, there are few places that I love more than “home”. But, I’ve always been an avid traveler. I love exploring and discovering new cultures, food and experiences. My version of life is different than *your* version of life - but neither is more, or less, important than the other. This journey, this life, is about connecting and sharing and learning from one another.

So, at the beginning of 2020, I traveled to Australia to experience living abroad and develop other parts of myself. I knew that no matter

where life would take me, I’d always have a little California with me. It’s part of my identity. It’s who I am. But little did I know, a global pandemic would occur and it would keep me from returning to the Golden State...but at least I still have my Golden State of Mind.

Despite being homesick, I find myself being more grateful than anything else. I’m grateful to be learning and growing and exploring in this beautiful country, and for all the people and places that have come into my life while living here. So, I thought it was only fitting that for our inaugural issue of Established California, I’d share this place with you so that together, we can celebrate the people and places that make Australia so dang special.

*BE ESTABLISHED. LOVE LIFE.
LIVE CALIFORNIA.*

EDITOR’S NOTE



Lindsay Vacek



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AMAZING CAFES IN BYRON BAY & THE NORTHERN RIVERS

THERE IS NO DENYING THAT AUSTRALIANS TAKE THEIR COFFEE REALLY SERIOUSLY. I REMEMBER THE FIRST TIME I WAS ASKED IF I WANTED FILTERED WATER OR COCONUT WATER IN MY COLD BREW AND LAUGHED OUT LOUD. TALK ABOUT TAKING YOUR COFFEE ORDER TO ANOTHER LEVEL.

BUT, COFFEE SHOPS AND CAFES ARE MORE THAN JUST THE COFFEE FOR ME. THE VIBE AND AMBIENCE IS JUST AS IMPORTANT. I LOVE BEING ABLE TO SIT OUTSIDE AND CHAT WITH FRIENDS, OR WORK ON MY LAPTOP, OR SIT AND READ A BOOK. IT'S EASY TO LET TIME DISAPPEAR FOR A FEW HOURS.

SO, THESE ARE FIVE OF MY FAVORITE CAFES AND COFFEE SHOPS IN THE NORTHERN RIVERS AREA OF AUSTRALIA. IF YOU FIND YOURSELF IN THE AREA, BE SURE TO CHECK THEM OUT.

1 VAGABOND

Habitat: 1 Porter St, Building C2, Shop 34,
Byron Bay NSW 2481

Vagabond is the new kid on the block within the Habitat community in Byron Bay. I know, I know... you're thinking: "It's just another plant-based cafe" but they are so much more! Sister property to the popular Combi Cafe in town, Vagabond is making a name for itself and has quickly become my favorite place for coffee in the morning. I don't know how they do it but their coffee is so smooth and tasty. Coffee not your thing? They have amazing juices, tonics and smoothies too. YUM!



MY GO-TO FAVORITES:
SOY LATTE WITH AN EXTRA
SHOT OF ESPRESSO + AVOCADO
SOURDOUGH

ESTABLISHED CALIFORNIA

2 WOODS

ARTS PRECINCT, 10 STATION ST,
BANGALOW NSW 2479



Located in Bangalow, about 20 minutes west of Byron Bay, this cafe is the perfect gem when you want a change from the busy bustle of the Bay. Their outdoor patio is amazing in the springtime and it's the perfect place for a little people watching and coffee drinking.

MY GO-TO FAVORITES:
THE COLD DIRTY NUTS (HAHA - IT'S AN ICED LATTE!) + DUKKAH HASH AND EGGS



Photos: @woodsbangalow

ESTABLISHED CALIFORNIA

Harvest

DELI

HARVEST
ALLPRESS ESPRESSO
FULLER BREW 2 shots
LATTE 5 4.5
FLAT WHITE 5 4.5
COP 5
LONG BLACK 6.0 5
ESPRESSO EXTRA SHOT
HOT CHOCOLATE 5.0 5
TEA 5
MOCHA 5
OAT 1.00
ALMOND 50¢
COCONUT

WOODFIRED
CHICKEN NIGHT
WEDNESDAY 5-7pm
\$12.95
\$14.95
\$16.95
\$18.95
\$20.95
\$22.95
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\$84.95
\$86.95
\$88.95
\$90.95
\$92.95
\$94.95
\$96.95
\$98.95
\$100.95

THREAWAY
Coffee cart
6.30am - 1pm
7 days
Vege BOXES
local seasonal
vegetables
bursting with
nutrient dense
produce \$50
2-4pm Saturday!
order yours on
our website
harvestnswlfbor
.com.au

5

HARVEST

MY GO-TO FAVORITES:
THE FRESH CROISSANTS AND
SOURDOUGH BREAD ARE TO DIE FOR



VILLAGE 18, 22 OLD PACIFIC HWY,
NEWRYBAR NSW 2479

Photos: @harvestnewrybar



Not all cafes have to be about coffee ..but let's be real, it's pretty important! While Harvest has delicious coffee, I come here more for the food. The deli is situated in a restored, vintage building and is surrounded by edible gardens. They stock local and international artisan products including sauces, condiments, cheese, charcuterie, and their famous wood-fired sourdough. They also offer produce boxes from local farms that are just divine.



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TOP SHOP

65 CARLYLE ST, BYRON BAY NSW 2481

If you follow me on Instagram (@lindsayvacek), then you'll often see me here. Not because I happen to live just a few houses down the street, but because I love the laid back, beach-y vibe and delicious food. When the sun is out and shining, you'll find the front lawn covered with people hanging out and enjoying the day (*myself included*).



MY GO-TO FAVORITES:
MACADAMIA MILK LATTE, BACON &
EGG ROLL OR THE PASTRAMI BAGEL
SANDWICH





5 FOLK

*1/399 EWINGSDALE RD,
BYRON BAY NSW 2481*

Whenever I have friends in town, I take them here. The coffee is killer and the food is all organic, local and vegan. It never seems to disappoint.



MY GO-TO FAVORITES:
AN ICED LONG BLACK, TURMERIC LATTE & THEIR FRESH
SOURDOUGH WITH HOMEMADE PRESERVES



MR. JASON GRANT

STYLIST, DESIGNER AND AUTHOR

I met Jason (and his adorable Boston Terrier, Sophia) on a beautiful Saturday morning in Byron Bay, Australia. After being a fan, and following his work for many months, I was excited for the opportunity to meet IRL for coffee and talk all things design and career. After chatting for an hour and joking about starting our own podcast one day, I knew Jason was someone that you all needed to meet too.

One of the many things I love about Jason is how multi-faceted he is. He's not afraid of a challenge and has his hands in a little bit of everything. In a world that is constantly telling you to focus on one or two things, Jason is breaking barriers and becoming a master of them all. Not only that, his laid-back and good vibes make it easy for him to become an instant friend - right from the moment you meet him.





What's a typical day look like for you?

No one day is ever the same for me which is lucky because I love variety.

What keeps you inspired?

I'm always inspired by nature. The bush, the beach and the ocean. We are spoiled here in Australia because the light here is magic. I love learning and I'm always researching something new. I'm also inspired by creators and artists, often friends, who make things with their hands.

What is your style philosophy?

Style comes from within and with confidence. The best way to learn is by doing. Comparison is never a good headspace. Try to not limit yourself.

What song is a "must" for a road trip playlist?

"70s Roadtrip" on Spotify has the best songs! Generally, fun upbeat music is my vibe but I don't often like being the DJ because I love listening to other people's music.

What's one thing that most people don't know about you?

I was born in Launceston, Tasmania and grew up in Melbourne. But, my career "blew up" when I lived in Bondi Beach in Sydney.

Favorite things to do when you visit California?

I love LA (and Palm Springs too!)

I have always felt at home in LA; the people, the vibe, the energy... and I really love an American accent. It's one of my favorite places to visit and I have thought long and hard about living there one day (maybe my future husband will be from there).

When I am in LA, I love to visit friends, go for hikes and of course, a little vintage shopping. I also love walking through the different neighborhoods and admiring the the diverse architecture - which is something I like to do wherever I travel.

What's next for you?

I have a few things happening this year. We are adding ten new paint colors to my signature paint collection with Murobond Paints, and also some new additions to my tile collection with Dilorenzo Tiles. Plus, two exciting projects that I can't say just yet.

WHERE TO CONNECT

Instagram: @mrjasongrant
 Website: mrjasongrant.com

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STYLE COMES FROM WITHIN AND WITH CONFIDENCE. THE BEST WAY TO LEARN IS BY DOING. COMPARISON IS NEVER A GOOD HEADSPACE. TRY TO NOT LIMIT YOURSELF.







This or That

WITH @MRJASONGRANT

NEAT MESSY

MORNING NIGHT

always SUMMER WINTER

PEN PENCIL

PASSANGER DRIVER

BIG PARTY SMALL GATHERING

FORM FUNCTION *both*

morning ← COFFEE TEA → *afternoon*



SUN-KISSED & SALTY

MEET SARAH, THE WANDERLUST BEAUTY BEHIND THE SALTY LUXE

What does a typical day look like for you?

It depends if we are working at home or away. When we are at home we're working on our blogs, editing, designing & working on our sustainable label and store, etc.

A typical day on location is all systems go and we are very much in a content creation headspace. We'd be up for sunrise to shoot still and video content, followed by breakfast and a post to the 'gram. We then try to get back to as many DM's as possible and answer emails. Then we shoot underwater during highlight and overhead drone content. In the afternoon, we relax a little and prep the post for the following day. We'll finish with an early evening shoot and then do it all again!

What keeps you inspired?

Definitely the ocean. The more time I spend in the sun & salt, the more my tank is filled and the more creative I feel I can be. For me, the ocean is symbolic of pure freedom - you just can't be stressed floating in the sea!

If you could give one piece of advice to all the teenage girls out there, would would it be?

Be yourself, my beautiful friends. The world needs what you've got. YOU are ENOUGH. Nourish yourself with good food. Family is everything. Travel makes the world small and makes you realize we're all human. Love your booty! Being young is the most incredible thing in the world, don't take it for granted. One day you'll find someone that makes you realize why all the others didn't work out. Anything you want is possible, you just have to work for it. Never let anyone tell you that you can't do something. Be fierce and full of fire. We have one life, live it your way.

What song(s) is a "must" for a road trip playlist?

Anything by Ziggy Alberts (a Byron Bay local), Maggie Rogers, Donovan Woods + anything 70's!

What's one thing that most people don't know about you?

I hate flying. I'm pretty sure I have a phobia and every time I fly, I suffer from anxiety. I thought it would go away with huge hours in the sky, but it hasn't.

Favorite thing about California?

It's got a lot of collective similarities to our hometown of Byron Bay. Everything from the relaxed surf culture, artistic energy, natural beauty & chilled out vibe, it's perfectly aligned to what enlivens us most. I love it!

Best thing you ever ate and where?

50c tacos from a hole-in-the-wall taqueria while lost somewhere in Mexico.

What's the most memorable moment you had while traveling?

So many honestly. One of my most joyful travel memories is definitely living with a hill tribe in Burma, working as a volunteer on an elephant conservation project. I did this solo when I was in my early 20's and it was life changing. Besides that, sleeping in shacks on remote islands in French Polynesia, diving and interacting with whales, swimming with sharks for the first time, those incredible conversations you get into with strangers that become life-long friends instantly, traveling in a van through California, backpacking Central America for 6 months, and exploring remote areas of Australia (just to name a few!!)

What's next for you?

We have just launched sustainable fine art prints of our most precious captures from the last few years of travel. All orders are made-to-order to minimize waste. We are also working really hard on the launch of our sustainable label @saltyluxestore which will have eco-swim & resort wear.

WHERE TO CONNECT

Instagram: @saltyluxestore | Website: saltyluxestore.com



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*THE MORE TIME I SPEND IN THE SUN &
SALT, THE MORE MY TANK IS FILLED AND
THE MORE CREATIVE I FEEL I CAN BE. FOR
ME, THE OCEAN IS SYMBOLIC OF PURE
FREEDOM ~ YOU JUST CAN'T BE STRESSED
FLOATING IN THE SEA!*







Van LIFE



van • life: a rapidly growing lifestyle where people all over the world are converting vans into rolling homes to explore more, connect with nature and the people who live in small towns, and spend more time on their creative passions while lowering the cost of accommodations on longer road trips.



#VanLife

WHEN I FIRST MOVED TO AUSTRALIA, I TOOK A FEW MONTHS TO DRIVE AROUND AND EXPLORE THE COUNTRY. I HAD RENTED A 4X4 SUV AND CONVERTED IT INTO SOMETHING I COULD EASILY CAMP IN WHILE ON THE ROAD. ALONG THE WAY, I MET SO MANY AMAZING PEOPLE - SOME WHO LIVED PERMANENTLY IN THEIR VANS - AND SOME WHO UTILIZE THEIR LITTLE HOME ON WHEELS FOR ROAD TRIPS AND EXTENDED HOLIDAYS. REGARDLESS, ALL THESE PEOPLE HAD ONE THING IN COMMON: A PASSION FOR ADVENTURE. I BECAME OBSESSED WITH SPENDING NIGHTS BY THE CAMPFIRE AND HEARING ABOUT THEIR JOURNEYS. WHAT A PERFECT EXAMPLE OF THOSE PURSUING A GOLDEN STATE OF MIND.

-Lindsay

#VANLIFE: MEET CHARLOTTE, OF @HEADOVERHEALING

Tell us a little bit about yourself.

Hi! I'm Charlotte. I'm 29 years old and I work in Financial Crime. My job has always been pretty niche but one that's attracting a lot of attention at the moment in large financial institutions. I spent the last 6 years working in large corporations within various anti-money laundering teams to help protect clients and businesses from fraud, bribery, corruption, money laundering and terrorism financing. I also do a little bit of blogging / collaborations with brands as a side hustle.

Where are you from?

I'm from England. I grew up in a little surf town in Cornwall and then moved to a city called Bristol to study Law. Once I finished University, I moved to London for five years, and then eventually made my way over to Australia about two years ago and I'm loving every minute of it!

When did you first get your home on wheels?

I'd been talking about buying a van to use on weekends for surf trips for a very long time. I had given up talking about it, but then one day - out the blue - I came home to find our little van sitting in our driveway! My partner, Harry, completely surprised me by finding the perfect one and bringing it home. It was the sweetest surprise - I cried happy tears for hours!

What was the build-out like and how long did it take?

We actually bought our van fully renovated. It came with everything so we could literally take it on a road trip the next day. However, we've had to update a few things along the way and it's had a little mechanical makeover during the time we've had it. We're actually thinking about upgrading to a slightly bigger one soon. Harry is 6'3" and just a tad too long for the bed (although he never complained about having to put his feet in a cupboard every night for 3 months when we lived on the road).

What's your favorite part of the van?

I love the bamboo ceiling which runs through the whole van and I love, love our little cooker that pulls out from the boot. Cooking out the back while watching the sunset over the ocean is the best feeling in the world.

Where to next?

We're back in Sydney for the time being. We are planning to do another big trip along the West Coast at some point but working and being around friends is nice.

Best advice or tip for those wanting to choose #vanlife?

Vanlife is my absolute favorite way of living; however, it isn't always (if at all) the most





glamorous way to live. Sometimes there's limited access to amenities (showers, toilets etc.) and it can get very hot or cold inside the van depending on the season. So, I'd recommend renting a van first and doing a trip - for a week or so - to see if you enjoy the lifestyle before fully committing.

I'd also recommend:

- Downloading camping apps such as Camperman and Wikicamps to find free campgrounds.
- Chatting with locals to find out the best, hidden places to explore.
- Investing in a bug / fly net for the doors and windows. Those mozzies are little buggers!

What is the most difficult challenge you've faced living in your van or on the road?

Living in such a tiny space with another person, can be difficult so it's super important to be mindful of whoever you are travelling with. Vanlife can take some time to adjust to but once you get into the flow of the slow life - it's truly the best feeling ever!

What song is a "must" for the road trip playlist?

Oh, we have so many! We've done some very, very long drives and created very, very long playlists but my favorites song at the moment are:

Felipe Baldomir - Amber

Kyle Lionhart - Sweet Girl

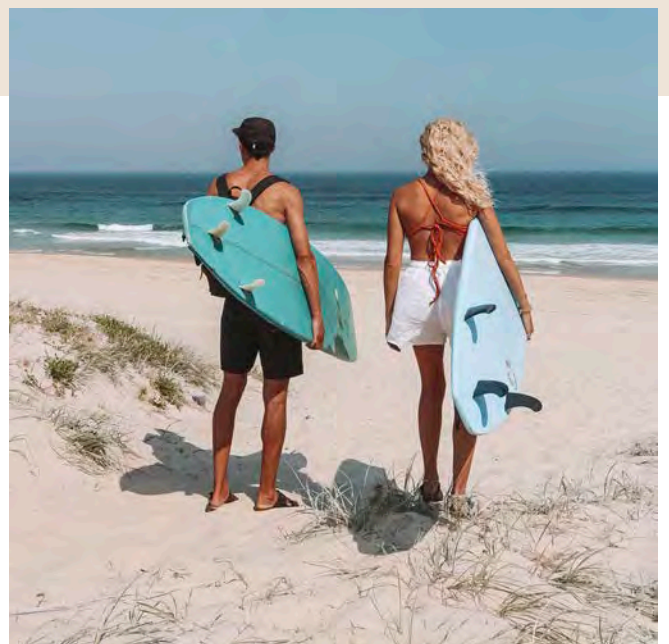
Swim Deep - The Sea

How do people find you/connect?

Either through social media or in person! We've connected with so many others living the vanlife on our journey and made some very lovely friends, whether it's via social media or camping next to them!

WHERE TO CONNECT

Instagram: @headoverhealing





#VANLIFE:

THE MOST ADORABLE FAMILY & LLOYD, THEIR CONVERTED BUS TURNED HOME-ON-WHEELS

What's your name?

My name is Marte, my husband is Jed and we have Ellida (4 years old) and Embla (2 years old).

Where are you from? Tell us a little about yourself!

I am originally from Norway but I moved to Australia 11 years ago. I met Jed back in Norway and when his visa ran out I decided to come to Australia with him. Here we are, a decade later! We are now married with kids and living a life we dreamed up, travelling the country and spending every-day together.

What's a typical day look like for you?

A typical day for us would be a hard thing to describe as we are always somewhere new and our flow adapts to each new place. Generally, we like to park near beaches and stay in places that are warm. In Australia, we are pretty lucky to have places that are warm all year around. On a typical day, Jed likes to take time to surf in the morning, while I take some time for my Yoga Practice. Then we would go to the beach - or - if I am doing some work, Jed will take the girls for a play somewhere.

The bus is really affected by the outside temperature so it still gets cold in the evenings. That's when you'll find us snuggled up at home, cooking dinner and lighting the fireplace.

When did you first get your home on wheels?

We bought Lloyd, our bus, 2,5 years ago when we just had Embla, our second daughter. It took us 18 months to convert him into a house on wheels so we are nearly up to a year living on the road now.

What was the build-out like and how long did it take? Any difficult challenges you faced?

It was the hardest thing we have ever done. We had just had our second baby and Jed was working full time as well as fitting out the bus. We didn't expect it to take so long but we learned a few life lessons along the way. Having said that, it was also the best thing we have ever done for our family! We have to pinch ourselves sometimes that we are actually living this life now after all that hard work.

What's your favorite part of your home?

That it moves! And that it feels different and fresh at every new location. Also, we definitely love the little bath we put in for the girls. They use it every night and its always nice to have a solid routine when we travel so much. But, my absolute favorite part must be our windows and the ever changing views they provide.

Where to next?

Right now we are just hanging in Byron Bay for a couple of months and from here we





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*DON'T WAIT FOR A LIFE CHANGING EVENT
TO CHANGE YOUR LIFE.*

have no plans. We never really do. It seems life takes us to where we are meant to be and we feel comfortable trusting that. Once the borders open to Queensland, I can see us moving closer to the tropics for a little while but we are open to anything.

Best advice or tip for those wanting to choose #vanlife?

My husband always says “Don’t wait for a life changing event to change your life”. We sold everything we owned: cars, house, etc and built our home from scratch. Jed left a well-paying, full-time job. We took the risk and made the commitment. It might feel scary to begin with but it was well worth it. Don’t wait for something awful to happen to push you into that decision. You deserve to live your dream life no matter what your current life is like. Make the leap.

What is the most difficult challenge you’ve faced living in your van or on the road?

When the lock down happened we were traveling across Tasmania. We were no longer allowed to travel in our motor home, so isolated ourselves with three other families on an amazing property, in the far south of Tasmania. It was very remote and we didn’t have access to water. The weather turned also so it got very cold and our solar didn’t charge well. The uncertainty of what was happening was incredibly hard but beautiful friendships and memories were formed and it was an amazing life experience. Life then guided us up to a sunny property in NSW and we were lucky enough to spend the rest of lock down there.

What song is a “must” for the road trip playlist?

A song that means a lot to us and resonates with our life philosophy is ‘Society’ by Eddie Vedder. If you haven’t seen the movie in which this soundtrack is from I highly recommend it: “Into the Wild”.

What’s the most memorable moment you had while traveling?

There are so many but one of my favorites is from the beginning of our journey. We had just pulled over to a free camp right by the ocean and while cooking dinner outside, the weather turned and it got really cold all of a sudden. It was super late so we just wanted to get dinner done and put the kids to bed but nothing was working out. We decided to just embrace the chaos so we lit the fire for the first time in weeks and set up a pretend Italian restaurant inside. We played Italian music, ate spaghetti by the fire and watched the storm roll in over the ocean. Sometimes life is really just what you make of it.

WHERE TO CONNECT

*Instagram @runningwld_mama
and @wander_jah_buslife*



LUXURY GLAMPING IN JERVIS BAY, AUSTRALIA

A SPOTLIGHT ON PAPERBARK CAMP

Paperbark Camp, located in a small town called Jervis Bay, is just 2.5 hours south of Sydney. The 13 safari-style canvas tents have, placed among the eucalyptus and paperbark trees, have been built above the ground to give guests privacy and capture the sea breeze. The camp offers an experience I can only describe as Paradise. Whether you are a solo traveler or looking for a romantic getaway, this is a must-try experience.

The property has some walking trails that go through paperbark, gum and mangrove forests and are perfect for a stroll before breakfast (a great time for spotting kangaroos). Or grab your flashlight in the evening and walk the trails if you fancy spotting possums and other nocturnal residents.

The Gunyah (Aboriginal for “Meeting Place”) is the heart of the camp. A restaurant, reception, bar and communal lounge area, the Gunyah





welcomes both in-house and non-resident guests. If you are staying at camp, you automatically will have a table reserved - but if you are hoping to enjoy otherwise, make sure to book plenty in advance as reservations tend to book out and with good reason! The chef does an amazing job and the food is absolutely mouth-watering!

I'm grateful for the two days I spent here, just relaxing, reading and playing music. From the friendly staff, the campfire and communal areas to the the outdoor shower in my tent bathroom, this was truly one of the best experiences I have ever had and I'm counting down the days until I can find myself back at this little slice of heaven.

HOW TO GO:
YOU CAN BOOK A TRIP
ON THEIR WEBSITE:
PAPERBARKCAMP.COM.AU

THE ORIGINAL TENTS, WHICH
SLEEP TWO COMFORTABLY, COSTS
AROUND \$500 PER NIGHT AND
INCLUDE BREAKFAST AND DINNER.
FOR AN EVEN MORE LUXURY
EXPERIENCE, YOU CAN OPT FOR
THE DELUXE OR KING DELUXE
TENTS.



A street scene with a white door, a tree, and a bicycle wheel. The ground is covered with fallen leaves. The text is overlaid on the scene.

BE A RAREBIRD: MEET NERI & MANU OF OTTWAY THE LABEL

THE VISION: WE BELIEVE IN UNISEX, SEASONLESS AND TIMELESS CLOTHING,
LEAVING A STORY BEHIND AND MOVING AWAY FROM THE FAST-FASHION.





While I was traveling along the Great Ocean Road, I stumbled across the local fashion label, Ottway, as I was scrolling through Instagram. I was lucky enough to be able to chat with owners Neri and Manu to talk about the label and what keeps them inspired. The couple launched the retro clothing label in 2018, which was inspired by the tall forests, fern-filled gullies and waterfalls of Victoria's Otway Ranges. Since then, they've also launched a sustainability program called *Solo Sunny Days*, where some funds from every purchase go towards installing solar power in community buildings around Australia.

What's a typical day look like for you?

Neri: Our days have changed a little bit due to everything that's gone on this year, but we've placed an emphasis on slowing down, getting back to nature and connecting with our local community.

We've been working from home, so we like to start the day by going for a walk on Port Melbourne beach and Manu goes for a swim every morning. While Manu is swimming I do a workout or play with our little dog Suny - it's so nice to start the day fresh.

From there, we make a plan for the day, chat through our ideas and have a phone call with our team to put things into action.

We work closely together on the brand throughout the day, and Manu works hard on his other job at an international renewables company. We take breaks to explore our neighbourhood, meeting new people in the area, etc. COVID was a really good opportunity to connect with our community as we're usually travelling so much. It's also been a great time to start working on our new store as we have more downtime.

What keeps you inspired?

Manu: We used to travel a lot for inspiration, but due to the challenging year it's been, we've been at home a lot more. It's pushed us to look for ways to find freedom when we're not exactly free to roam our country or the world. So instead, we've enjoyed discovering our neighbourhood and exploring new ways to find freedom. That's exactly what our latest campaign, Outside is Better, is founded on.

What advice would you give your 16-year-old self?

Neri: Be confident with yourself. You have to believe in your dreams and fight for them. I think that's the best because when you're a teenager, you think everyone around you is better than you, but it's not about that. You have to create your own life and believe that you can do it. You are amazing. If someone told me that I was going to be in Australia one day, a co-owner of a successful fashion brand and creating content for other brands I love, I wouldn't have believed it. Honestly, I would say no, that's not me, that's impossible. I love fashion, but to have that in Australia, an exotic country, that's a dream.

What song(s) is a "must" for a road trip playlist?

Manu: Gloria by Them & Van Morrison! That song will always remind us of trips down to our bus in the Otways. We've also created a few playlists on Spotify for our community that are perfect for road trips. Bob Marley is always an endless source of inspiration. We believe Music is Mood Medicine.

What's one thing that most people don't know about you?

Neri: A lot of people don't know that we're actually from Spain. We've immersed ourselves in the Ottway brand and the Otway region so much that a lot of people assume we are from here when in fact, we moved across the world six years ago and are so happy to call Melbourne home.

Manu: I still work full-time at a very demanding corporate job developing renewable energy across Australia. It is good fun and rewarding to promote a sustainable future.

Best thing you ever ate and where?

Neri: I love the pinxos from North Spain, but to be honest I just love Spanish food so much. I love having a huge spread and trying different things. All of them are so yummy. I love going from one bar to another and experiencing the variety - it makes the experience so much better.







What's the most memorable moment you had while traveling?

Oman was incredible - the desert and the oasis was stunning, with not many people around, just driving in the car to amazing spots. North China in the mountains was incredible - we went there for a product sourcing trip and took some time to explore. The people and the places were amazing.

What's next for you?

We've been working really hard on our sustainability program, *Solo Sunny Days*, which sees that profits from each purchase are donated towards installing solar power into

community-owned projects across Australia that are otherwise unlikely to happen. So far, three community-owned projects have been given the gift of solar energy and we're looking for our next project.

In other exciting news, our flagship store has just launched! It's something we've put so much work into this year and we're so excited to finally have a place for people to come and see and feel the product, and a space for us to meet our customers face to face and to build community. We're at 31 Sackville Street, Collingwood - come and say hola next time you're in Melbourne!

ISSUE #01

WHERE TO CONNECT

Instagram: @ottway_thelabel
Website: ottwaythelabel.com
Facebook: @ottwaythelabel





#ESTCALIFORNIA

Established California is only as successful as the community that is a part of it. We love hearing your stories, seeing your photographs and learning about your version of a “Golden State of Mind”. Whether it’s a quote, a short story about a special moment, an amazing meal, a song that moved through you - our goal is to provide a platform for you to share your journey. So, we invite you, and encourage you, to share with us and others by using hashtag **#estcalifornia** on your social channels.

Following are some amazing images we’ve discovered to ignite your adventurous soul.



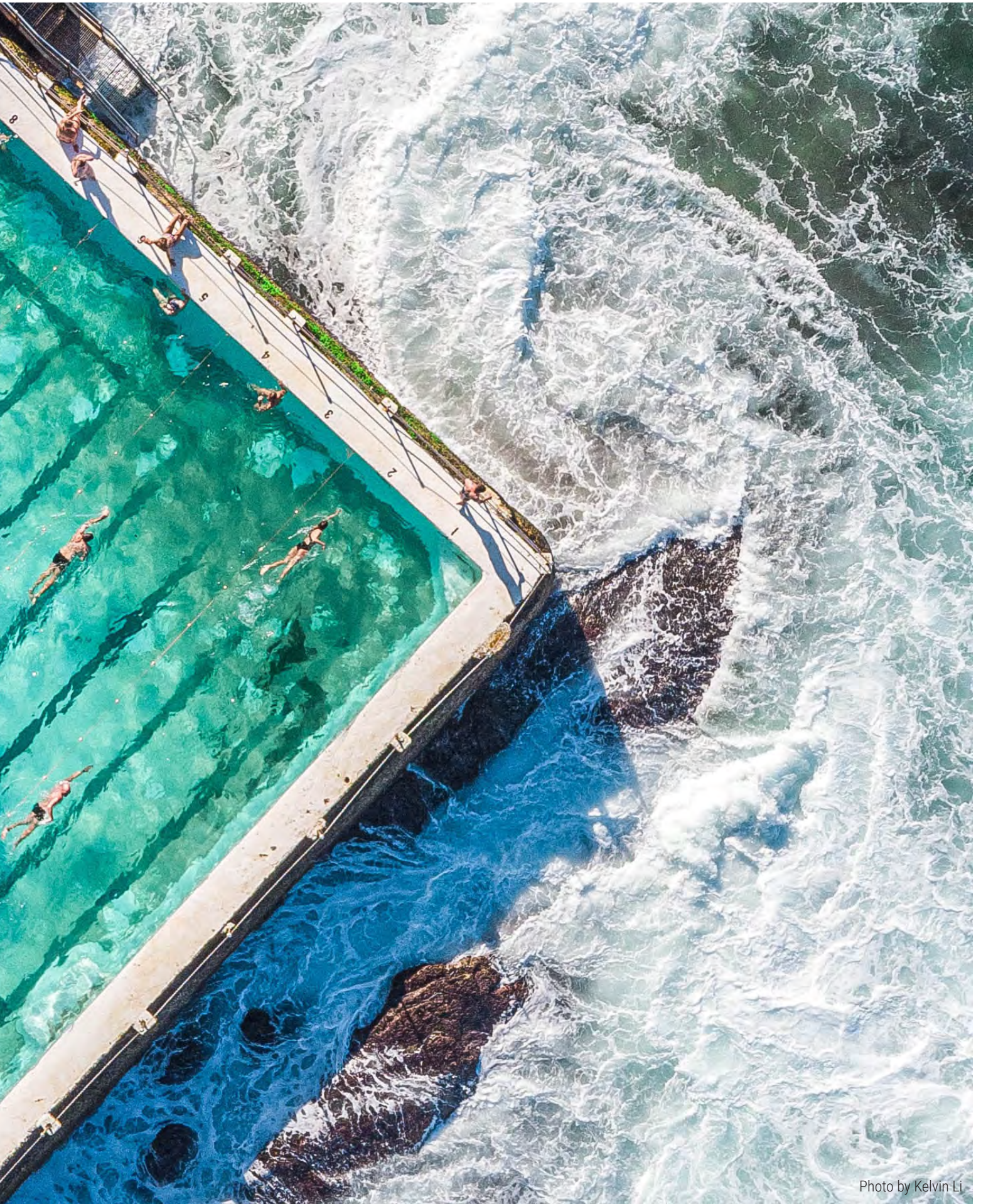
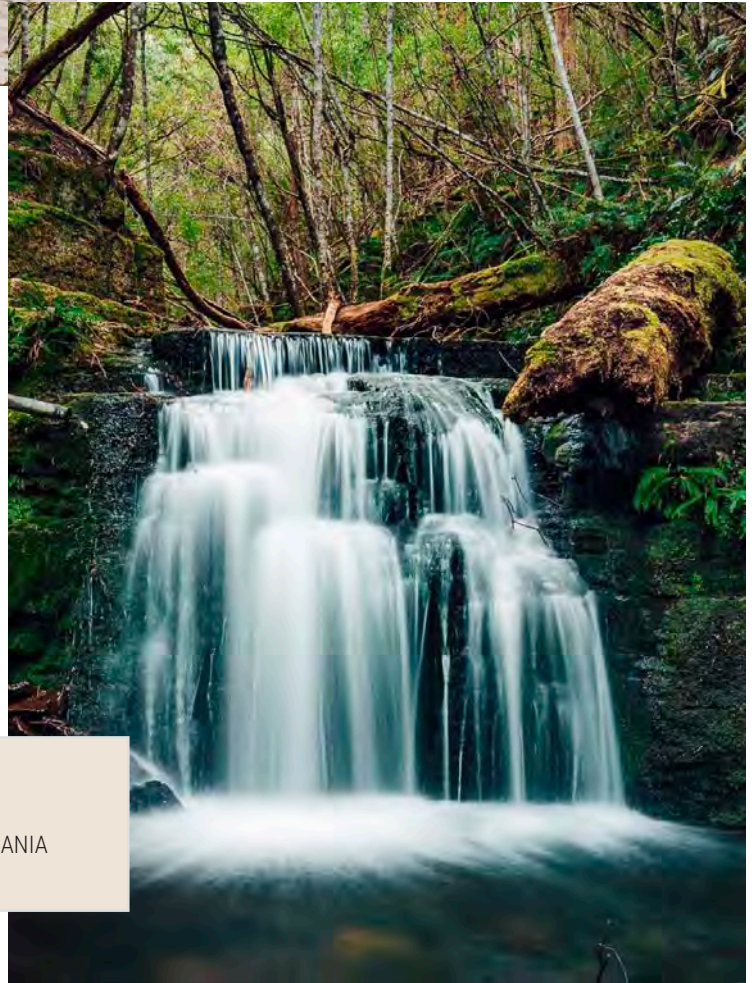
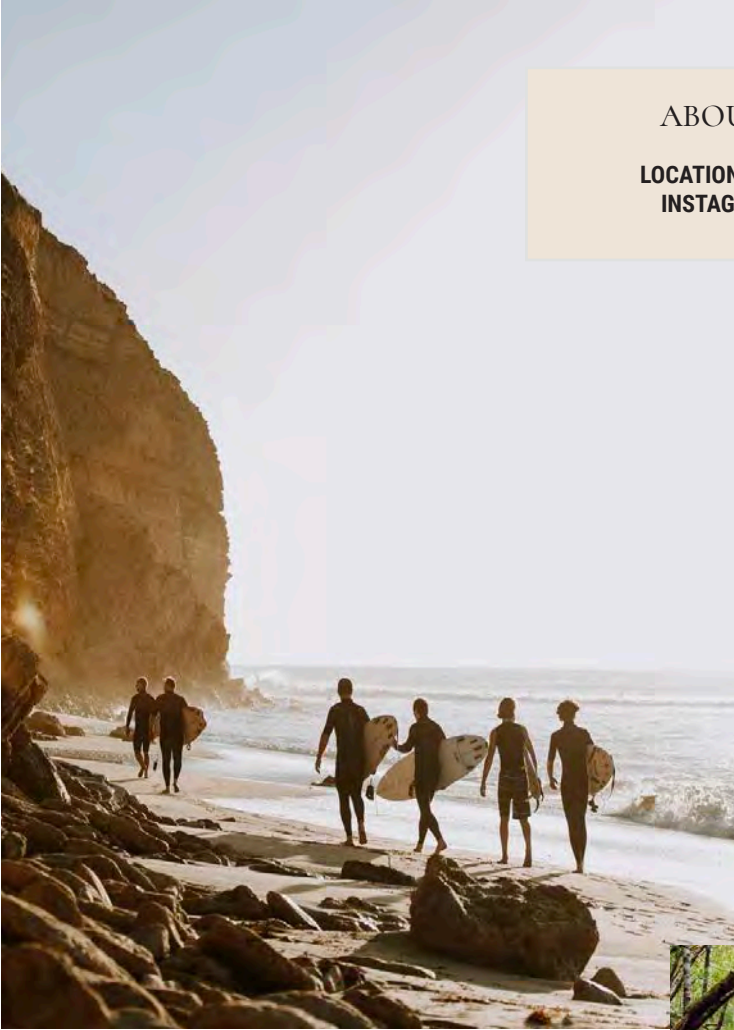


Photo by Kelvin Li

ABOUT THIS PHOTO

LOCATION: BELLS BEACH, VICTORIA
INSTAGRAM: @aleksandarjason



ABOUT THIS PHOTO

LOCATION: STRICKLAND FALLS, TASMANIA
INSTAGRAM: @fourwhoexplore

A high-angle photograph captures a woman with long brown hair tied in a ponytail, wearing a white bikini with a colorful pattern. She is sitting on the metal deck of a boat, leaning forward and reaching out with her right hand towards a shark swimming in the crystal-clear turquoise water. The shark is positioned just below the surface, its dorsal fin and tail visible. Another shark is seen further away in the water. The water's surface is covered in gentle ripples, and a small piece of seaweed floats in the upper left. The overall scene is bright and clear, suggesting a tropical or coastal environment.

ABOUT THIS PHOTO

LOCATION: WHITSUNDAYS, QUEENSLAND
INSTAGRAM: @kim_zrn

ESTABLISHED CALIFORNIA

ABOUT THIS PHOTO

LOCATION: BYRON BAY, NEW SOUTH WALES

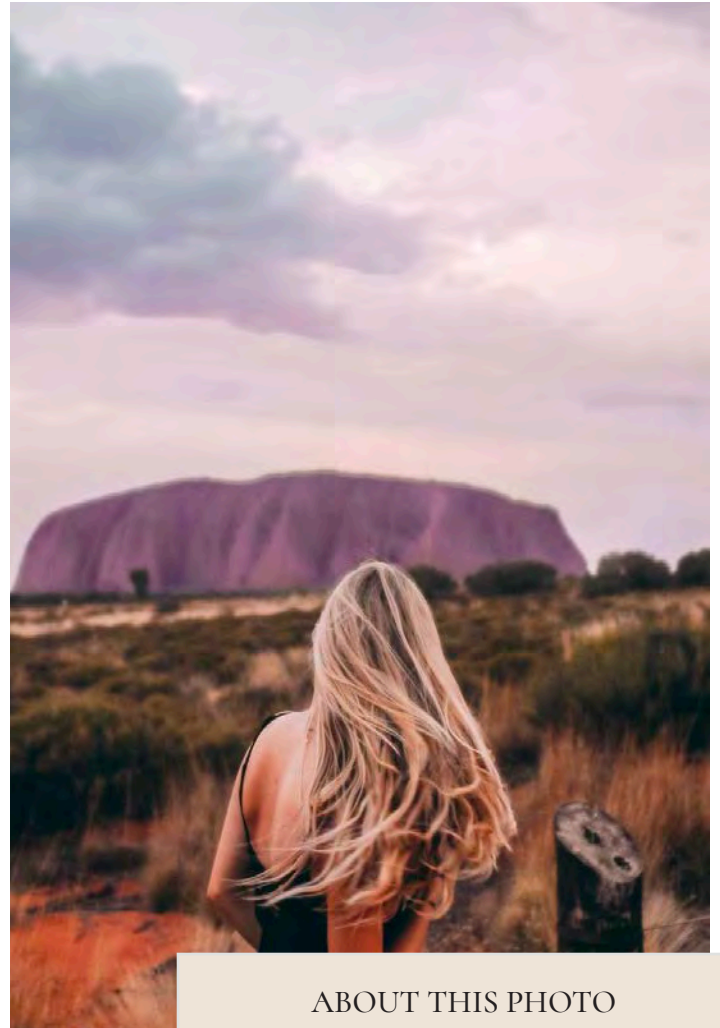
INSTAGRAM: @connorhenderson_photo





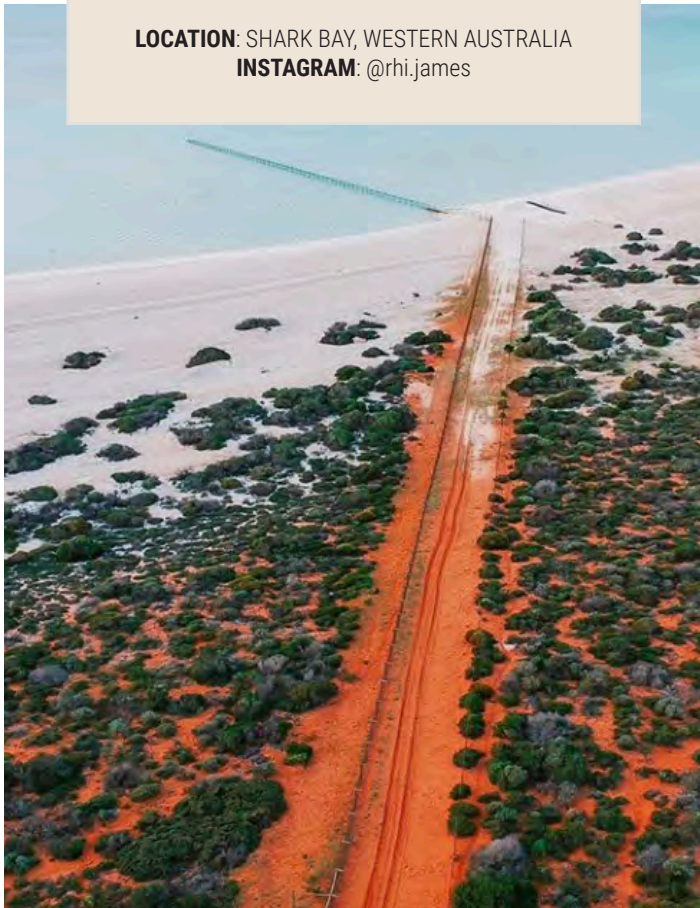
ABOUT THIS PHOTO

LOCATION: CHARLES KNIFE CANYON,
WESTERN AUSTRALIA
INSTAGRAM: @suitcasestories.be



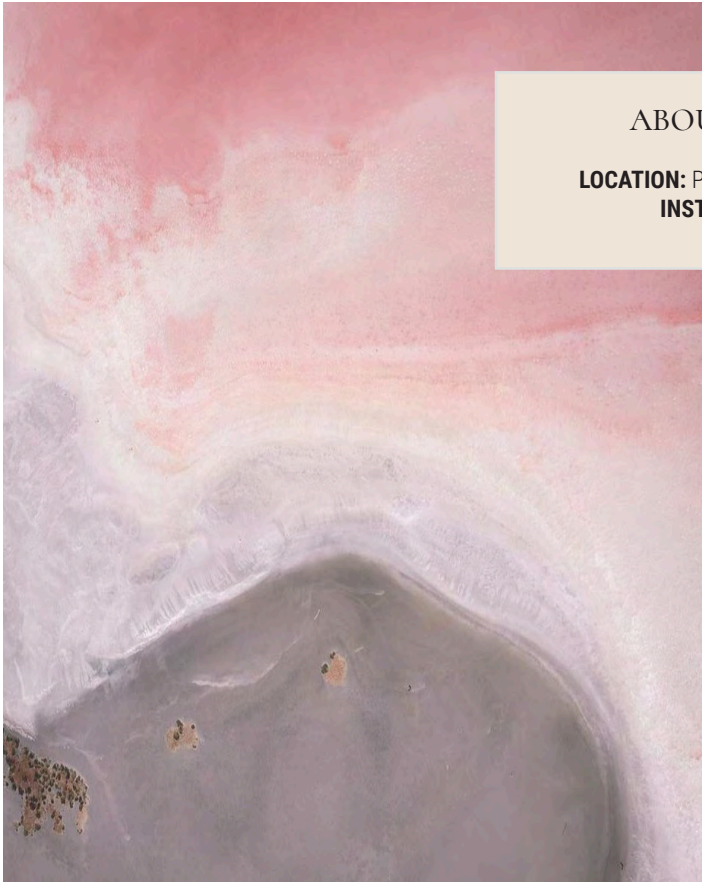
ABOUT THIS PHOTO

LOCATION: AYERS ROCK, NORTHERN TERRITORY
INSTAGRAM: @lillysunshinee



ABOUT THIS PHOTO

LOCATION: SHARK BAY, WESTERN AUSTRALIA
INSTAGRAM: @rhi.james

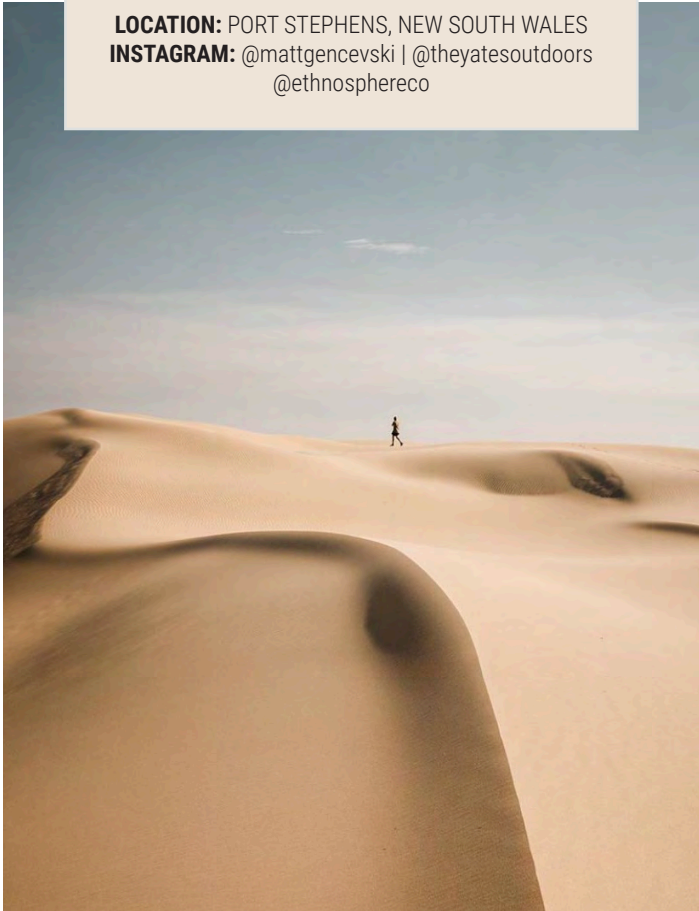


ABOUT THIS PHOTO
LOCATION: PINK LAKE, SOUTH AUSTRALIA
INSTAGRAM: @jameselvy



ABOUT THIS PHOTO
LOCATION: MARQUERIE PASS NATIONAL PARK,
NEW SOUTH WALES
INSTAGRAM: @_fairytalegirl

ABOUT THIS PHOTO
LOCATION: PORT STEPHENS, NEW SOUTH WALES
INSTAGRAM: @mattgencevski | @theyatesoutdoors
@ethnosphereco





ABOUT THIS PHOTO

LOCATION: OVERLAND TRACK, TASMANIA

INSTAGRAM: @gradysupply

the design
kollektive

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