



SHOP INDIGO

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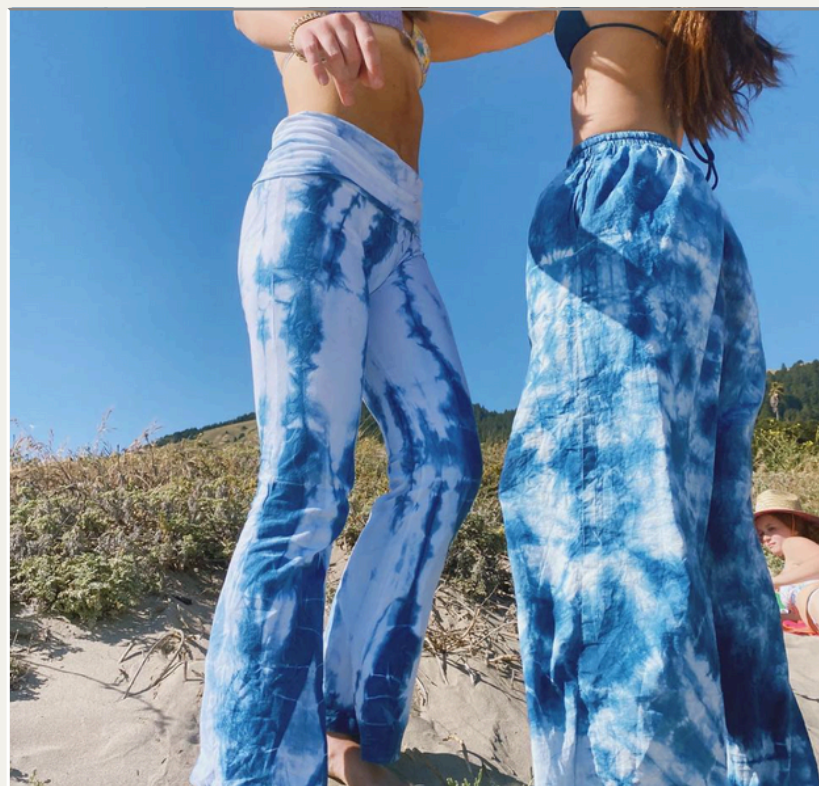
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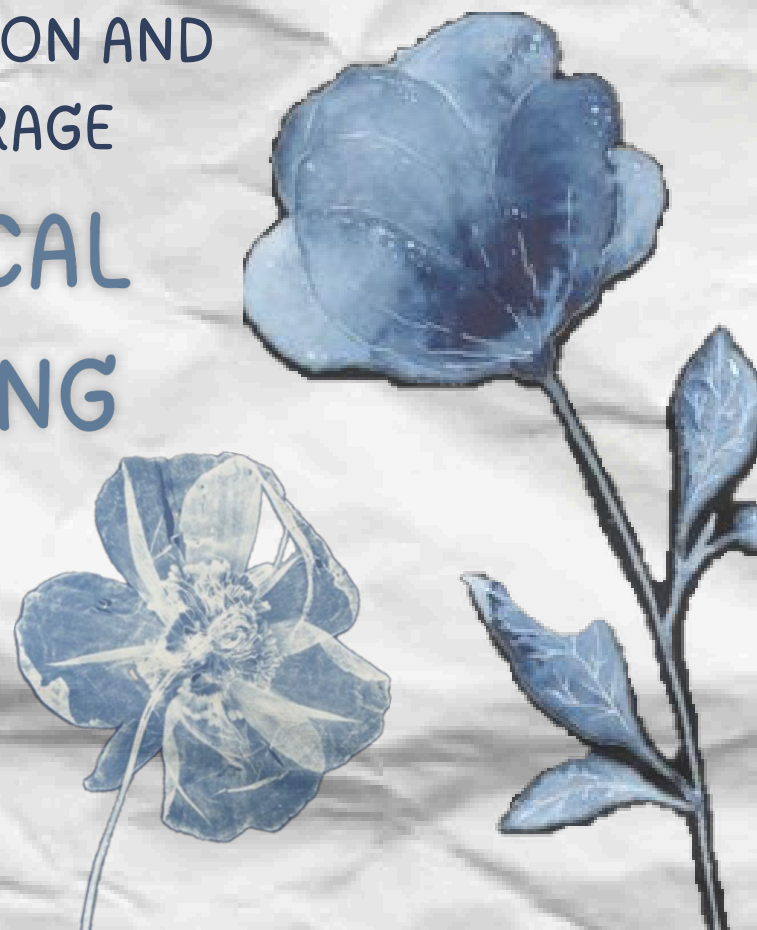
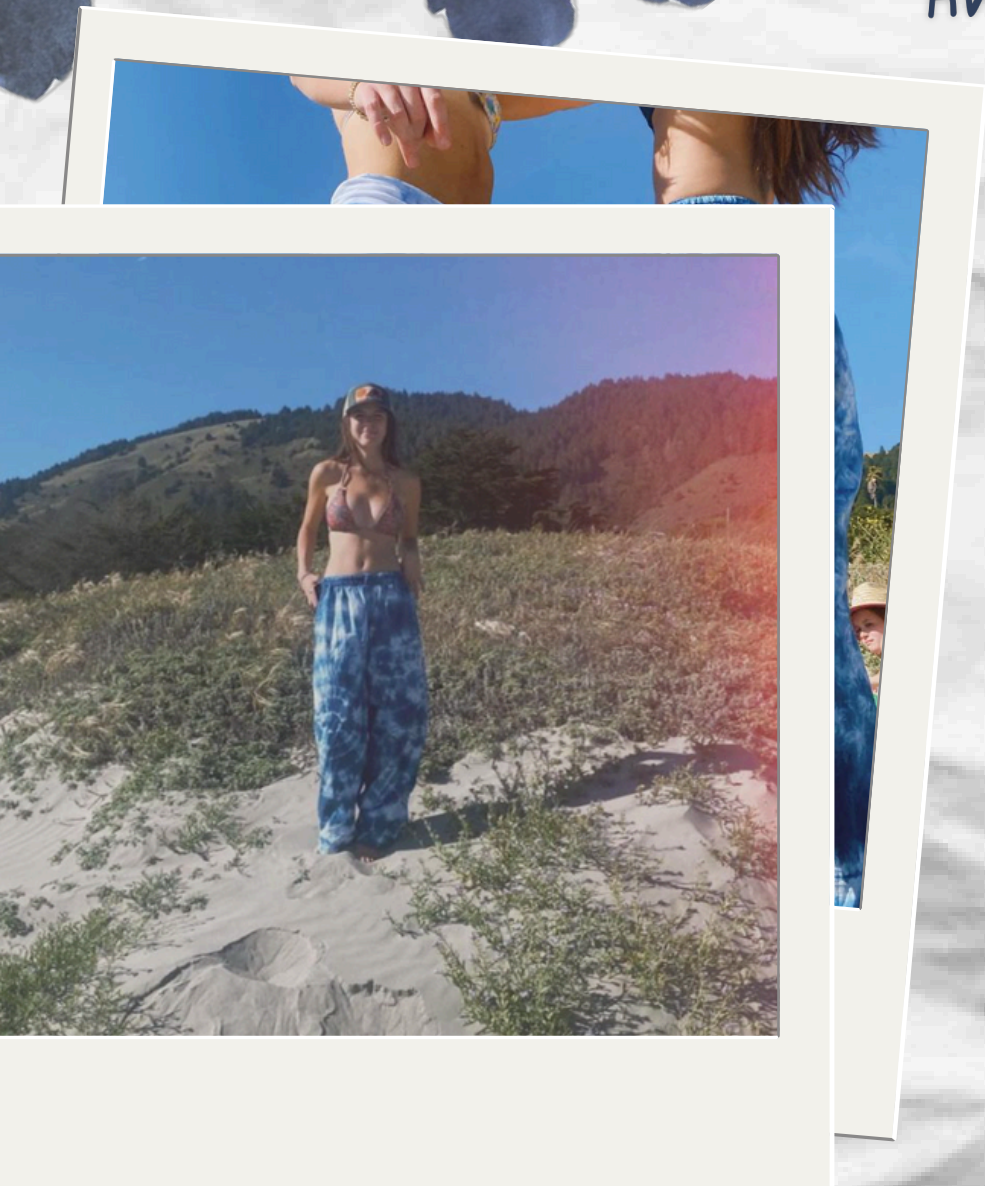
SHOP INDIGO

ABOUT SHOP INDIGO

KEELY GANONG ESTABLISHED
"SHOP INDIGO" COMBINING HER PASSION
FOR ART, FASHION, AND SUSTAINABILITY
EACH PIECE REFLECTS
GANONG'S VISION OF
PROMOTING
ENVIRONMENTAL
RESPONSIBILITY
WHILE CELEBRATING
CREATIVITY AND
STYLE



"SHOP INDIGO," HOPES TO RAISE
AWARENESS OF THE IMPORTANCE OF
COMBINING
SUSTAINABLE LIVING
WITH FASHION AND
ENCOURAGE
ETHICAL
BUYING





“IT MAKES ME REALLY HAPPY TO MAKE THESE CREATIONS AND SEEING OTHER PEOPLE ENJOY THE CLOTHING THAT I MAKE”

EVOLUTION

★ "I STARTED DOING IT IN HIGH SCHOOL ART CLASS AND I WAS AMAZED BY HOW BEAUTIFUL THE PROCESS CAN BE"

★ STARTED THE BRAND IN 2020 WITH JUST A PACK OF TANK TOPS

★ EACH TIME, SHE TRIED NEW MATERIALS AND BETTER WAYS TO CREATE A PRODUCT WHICH EVOLVED INTO A BUSINESS SHE WAS MORE AND MORE PROUD OF

★ "MY FRIENDS REALLY LIKED THEM SO I SOLD THEM AND A BUSINESS WAS BORN OUT OF A PASSION"

SUSTAINABILITY IN KEELY'S LIFE

FOR KEELY, USING
INDIGO DYE IS AN
EXCELLENT WAY
TO BRING FABRICS
TO LIFE

"I TRY TO UPCYCLE
MY CLOTHING A
LOT WHICH I FEEL
LIKE I ACCOMPLISH
WITH INDIGO DYE"

AS A NATURAL DYE,
INDIGO CAN COLOR A
SUBSTANTIAL AMOUNT
OF CLOTHING WITH ONLY
A SMALL QUANTITY,
MAKING IT EFFICIENT
AND VIBRANT



