PRESS FACT SHEET | NOVEMBER 22, 2026

# A sense of place. A little care, carried forward.

Carefully crafted designs around the places we love, with tomorrow in mind.

## BRAND

Elsewhere Folk

## HOME

Charleston, South Carolina

## FOCUS

Original place-inspired illustration, everyday clothing and art prints.

## OPENING CHAPTER

Lowcountry: tidal creeks, marshes, coastal wildlife and working-water stories.

## DESIGN LANGUAGE

Wood-engraving-inspired digital illustration; deep teal, warm cream and muted rust. Small titles and signatures let the illustration lead.

## EVERYDAY TEES

100% organic cotton jersey. See product-specific notes; do not extend this composition to every item.

## MIDWEIGHT HOODIES

80% organic cotton / 20% recycled polyester fleece.

## DECORATION

Water-based inks on everyday tees and midweight hoodies. Pieces printed or embroidered for each order.

## KEEPING PIECES IN USE

Product-specific wash and care guidance; follow the individual garment label.

## AVAILABILITY

Online at elsewherefolk.com. Current stock, prices and delivery information appear on each product page.

## PRESS CONTACT

cx@elsewherefolk.com

## PRESS ROOM

https://elsewherefolk.com/press/

# What care looks like in practice.

## Use specific facts for specific products.

### MATERIALS

Everyday tee jersey is 100% organic cotton. Midweight hoodie fleece is 80% organic cotton and 20% recycled polyester. Other pieces use their own disclosed blends. Fabric-content certifications should not be presented as certification of the entire brand or every finished print.

### MAKING

Everyday tees and midweight hoodies use water-based inks. Printing or embroidery follows each order; this is not a claim that unprinted blanks have zero inventory or that fulfillment produces no waste.

### KEEPING

The brand publishes garment-specific washing, print-care and fabric guidance. No product lifetime or quantified environmental saving is promised.

### CREATIVE DESCRIPTION

Original digital illustration in a wood-engraving-inspired visual language. Do not describe products as individually hand-carved or hand-printed.

### IMAGES & PERMISSIONS

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### SOURCE PAGES

Our story: https://elsewherefolk.com/story/

Materials & practices: https://elsewherefolk.com/sustainability/

Our practices: https://elsewherefolk.com/practices/

Everyday tee notes: https://elsewherefolk.com/sustainability/tee/

Midweight hoodie notes: https://elsewherefolk.com/sustainability/hoodie/

Print & care: https://elsewherefolk.com/printing/