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Elsewhere Folk Turns a Love of Place Into Carefully Crafted Clothing and Art

Charleston brand pairs original Lowcountry-inspired designs with thoughtful material choices, guided by a belief that the places we love deserve a future.

CHARLESTON, S.C., November 22, 2026 - A winding tidal creek. The ridges of an oyster shell. Marsh grass holding the last light. Elsewhere Folk builds its designs around the places people love, pairing original Lowcountry-inspired artwork with everyday clothing and art prints, and bringing care for those places into the choices behind the work.

The Charleston-based brand connects two ideas: the places that make life richer deserve to be noticed, and the things made in their name deserve thoughtful consideration. Its Lowcountry chapter draws on South Carolina's tidal waterways, coastal wildlife and working-water details, inviting people to carry a sense of place beyond the time they spend outdoors.

Each composition is carefully developed in the visual language of wood engraving: expressive cut lines, confident ink shapes and open space that lets the cloth or paper become part of the image. Deep teal, warm cream and restrained rust tie the collection together. Designs such as Between Tides and The Oyster Hour focus on specific regional details, while quiet chest marks and small signatures give the artwork room to lead.

That attention extends to the materials. Everyday tees use 100% organic cotton; midweight hoodies use an 80% organic cotton and 20% recycled polyester blend. Both are printed with water-based inks. Selected other layers incorporate recycled fibers, with the composition clearly identified for each piece.

Pieces are printed or embroidered for each order. This approach avoids decorating large speculative runs of finished stock. Product-specific fabric notes and practical care guidance help customers understand what they are choosing and how to keep it in use. The aim is to make a lasting place in an everyday wardrobe while keeping the future of the landscapes that inspire the work in mind.

Elsewhere Folk presents that relationship between design and responsibility as an ongoing practice: look closely, choose thoughtfully and share the details. Its sustainability story rests on disclosed materials and making choices, with care for the places we love as the guiding intention.

The Lowcountry collection, art prints and Field Journal are available at elsewherefolk.com. The press kit includes brand facts, material notes, approved brand assets and product imagery at https://elsewherefolk.com/press/.

ABOUT ELSEWHERE FOLK

Elsewhere Folk is a Charleston, South Carolina-based clothing and art brand inspired by the places people return to. Its original, wood-engraving-inspired illustrations connect regional stories with everyday pieces, considered fabrics and quiet details. The opening Lowcountry chapter explores the creeks, marshes and coastal life of South Carolina. Learn more at elsewherefolk.com.

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Press kit: elsewherefolk.com/press/