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Stylin' New Year SALE!

Open New Years Day 11-5

20% off for the public but for you with
the Password:LoveTribe ...

30% off !! except ...

Socks and tights 2 for 1 (or 30%off for 1)
Inizio (Italian clothing line) **50% off**

Many new items added to the
\$10, \$24, \$38, \$59 and 50% off racks
... come get your groove on for the
New Year!

Heather in Nor coat dress & Isabel de Pedro jacket



Aloha LoveTribe,

Wow, That year went fast (and furious!).

Last year's theme was **Shine and Be Seen** and (the collective) we, sure did! Some of us marched, me too'd, dialogued with the opposite points of view (or raged). I think most could agree it was a year to cling to what we feel is right, even though sometimes deep down it wasn't so clear.

With some of the men we respected that were called out (like Al Franken), it had us women look at our complicity. Whether that is complicity of letting him off the hook, or complicity in participating in that kind of sexual behavior. For women, that feeling is an old ingrained misogyny within all of us. Many of us women are afraid to name it within ourselves, because women have been blamed for the abuse by men and thus it perpetuated and now finally women are being listened to and believed. Yet if we didn't have this misogyny also, we wouldn't have had so many women voting for a "pussy grabber".

For men it was a recognizing, as each man was called out, most men would look at themselves and think, hmmmm did I do that? Or I did that. How many of you men have said (or were thinking), Oh you really love this while women were saying STOP! We're all racist, misogynist, hypocrites ... we're all one. This doesn't mean some of us aren't kinder and some are meaner. This also isn't about making excuses for our behavior. It's about recognizing it so we can change, so we can be kinder and live in a kinder world. So we can "Be the change we want to see in the world". More love, less hate ... as my SVN Biz family just chanted with Ram Das a couple of weeks ago ... I am loving kindness ... i am loving kindness ... loving kindness.

Some of you have been part of our Love Tribe for many years and remember most of the clothing was designed by me and often included design "partners". Along with each clothing line was a theme, bringing awareness ... to different genocides going on, to the Goddess rising, to that deep calm voice within. One theme (**Menopause Women a Go Go**) spoke of the women going through menopause at that time being the ones to help humanity go through its change of maturity in the future, which would be now. There was a theme of the month for many years, communicated through hang tags (we sold to 3000+ boutiques around the world), fabric design, booklets, newsletters, mailers, store window designs, fashion shows and community projects.

My daughter Shaye came up with a theme many years ago, yet we never put it out. This may be the year.

H.O.P.E. - Hypocrites Of Planet Earth

Not until we acknowledge our own hypocrisy is there any hope.



It has a 12 step program for recovering hypocrites (and like all 12 step programs it's a practice not a destination). There is a 13th step though (maybe next year). As I mentioned this theme to friends new and old, at Outback last week, one woman

immediately said, I'm a hypocrite ... I love animals and would never harm one and yet I slice into and eat meat and wear leather shoes. She seemed both sad about that as well as empowered telling the truth.

Changes don't usually happen with New Year Resolutions, they happen by doing what we do with awareness. It is very healing to come out of denial and speak the truth. And by not healing ourselves and staying in denial, we blame and abuse others.

This campaign is to make a space in loving kindness for people to speak their hypocrisies. To stop blaming others and see where we aren't aligned with our deepest truth. This empowers us to stand for a world that works for all and what we see is needed ... making sure all have healthy food, shelter, safety, health care. And personally ... I envision no more guns.

So here are 2018 intentions by my dream team Joanne B, Shaye M, Leslie C and Roberto! Please vote!

We are One in the Dream in 2018
Join in Love in the Dream in 2018
2018 is the Year we are One becomes clear
2018 is the Year that love dissolves fear
Bridge the spaces in between in 2018
Loving kindness is the meme for 2018

Please let me know your favorite or suggest another.



A New Year's toast from Roberto and I!

This is a picture from our time a few months ago in Montreal. I have a cold tonight so not the time to be out and about, but a good time to be loving my family, friends, community and Robert.

Thanks for another year of Love and Beauty LoveTribe!

xox Devi

[Jan Michaels Jewelry](#) designer and BFF sending me outfits of the day from her last Outback score accessorized by her fab jewelry! ... more to come!



Nor of Norway, Cop Copine France and Isabel de Pedro Spain model Heather



Cashmere sweaters and fun comfy boots.



New Johnny Was, Biya





Light weight with reflective zippers, packs in a small cool bag

Wool ... cozy comfy and warm
socks ... buy 1 and get one free (to gift!)



A peek into the Berkeley Shop ...



2 for 1

all socks & tights

30% off all but
the sale racks

you must say the
Password : LoveTribe

No stacking offers & discounts ;)

expires Jan 12, 2018