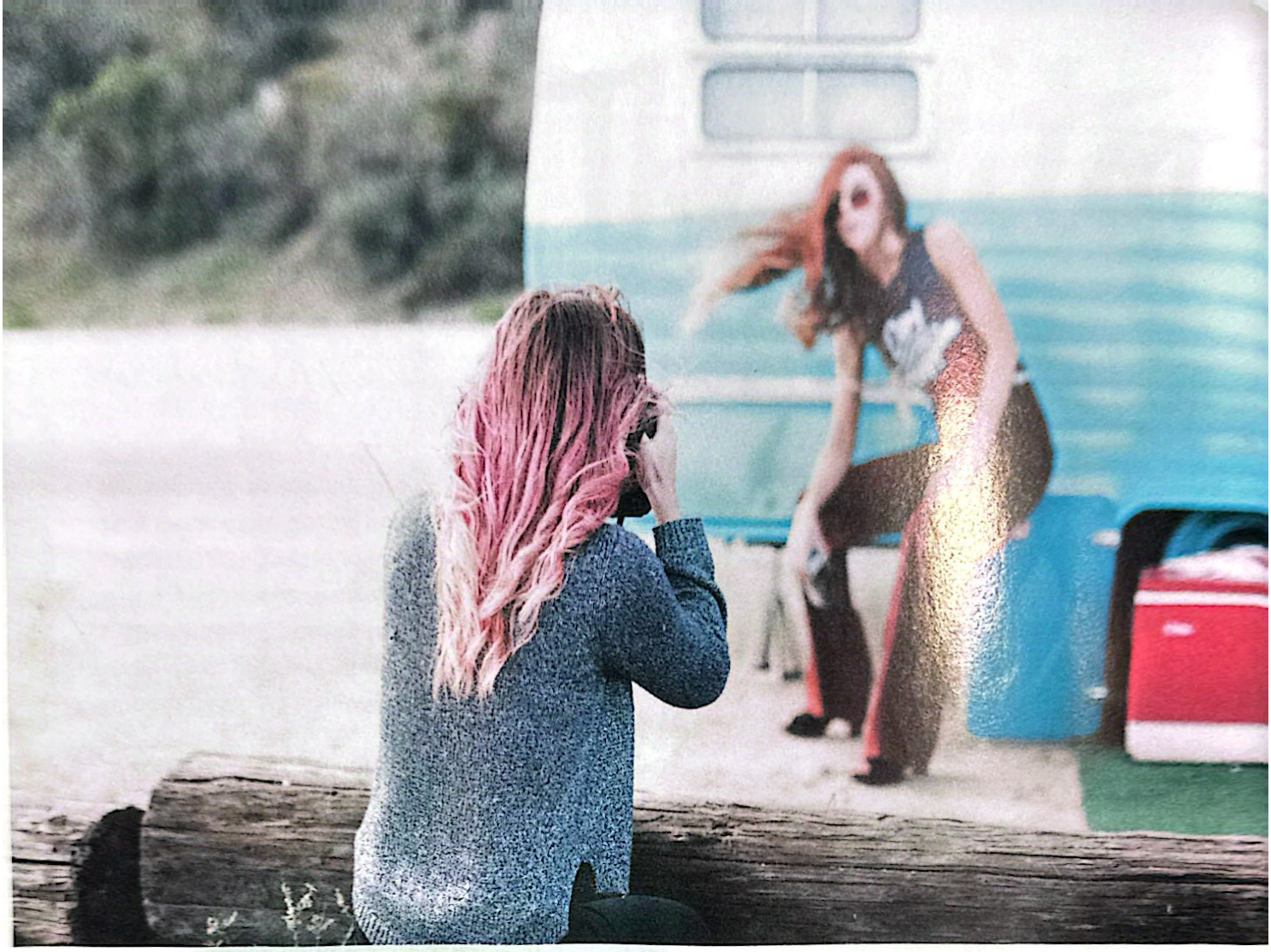

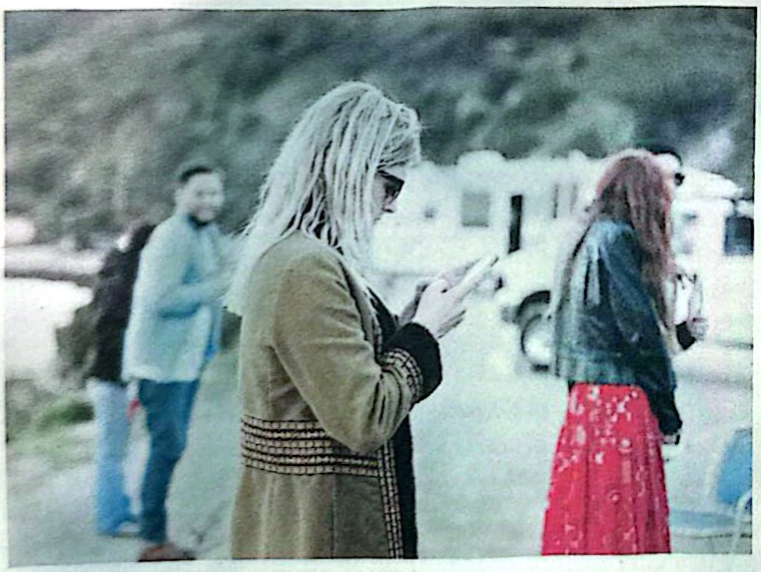

Our exclusive editorial with **Weekend Society** ta
place on a (surprisingly) warm January afternoo
the cliffs overlooking Port San Luis Obispo. **Tinke**
Trailer Co. set up two of their favorite blue vinta
trailers, while **Alex Evans**, **Ruby Villalobos** of **Heri**
Salon, and **Lady Vagabond Vintage** worked on
ing our models Tawni, Taylor, Dani, and Ethan. Lu
was kindly dropped off by Avila Beach's **KravaB**
which everyone enjoyed in between snaps by
Michelle Roller.

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weekend state of mind

WRITTEN BY ALYSSA BRIGHAM

PHOTOGRAPHY // MICHELLE ROLLER
HAIR STYLING // RUBY VILLALOBOS
MAKEUP // ALEX EVANS
TRAILERS PROVIDED BY // TINKER TIN TRAILER CO.
WARDROBE // LADY VAGABOND VINTAGE + WEEKEND SOCIETY
MODELS // TAYLOR HIXSON, TAWNI SOUZA, DANI CEPEDA, ETHAN DODGEN
CREATIVE DIRECTOR // ALEXANDRA WALLACE

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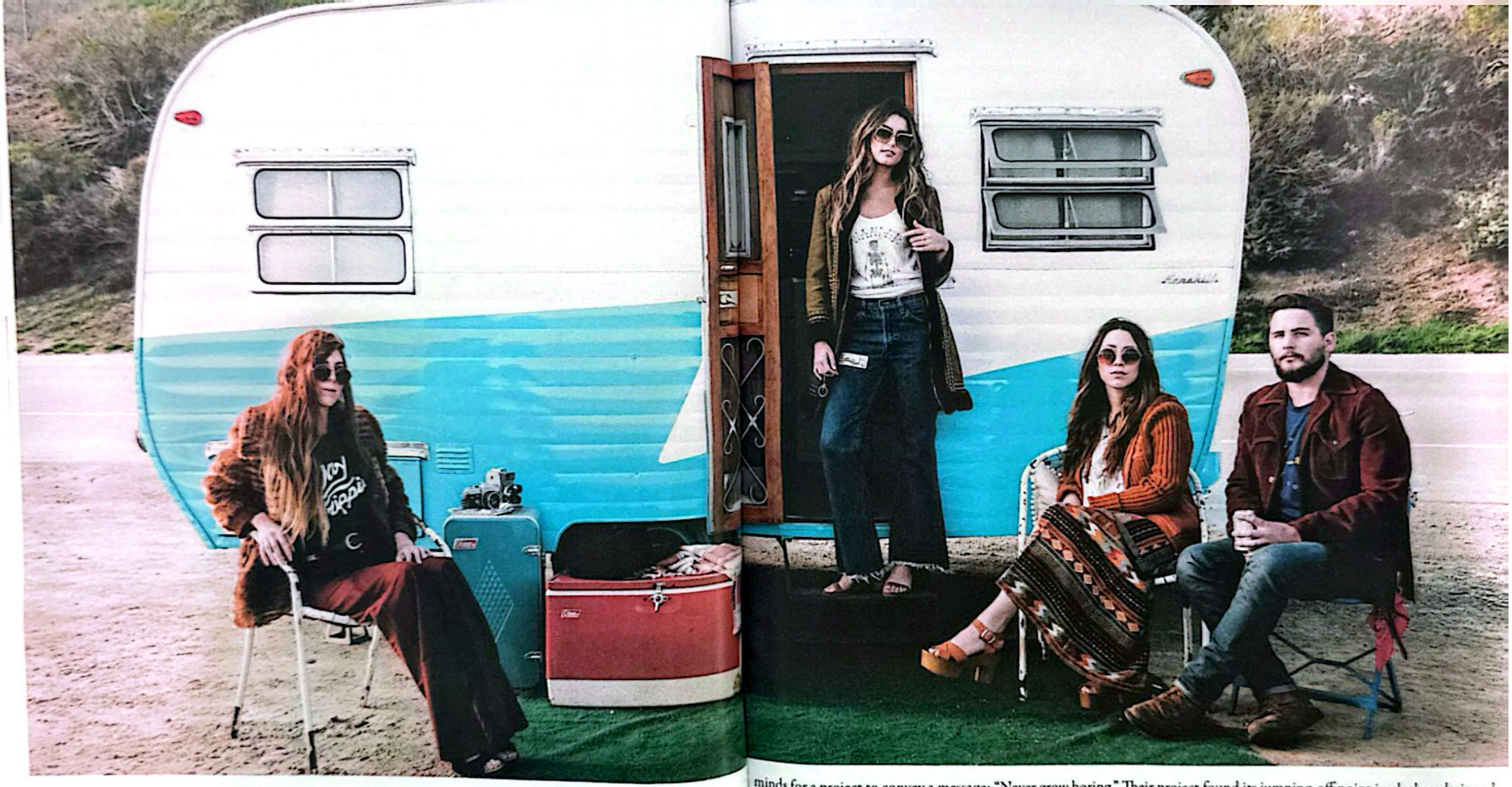

Naturally, we are full of wonder. What we do with our innate curiosity separates us: the wanderers from the stoic, the road trippers from the workaholics. We all wait patiently for the weekend. We all do. We live and breathe and work for a couple of days in the sunshine and in freedom.

Through a somewhat glitchy Skype video call, I waved hello to the creative minds of Weekend Society, Andres and Jason. The two dudes sitting in their little office never quite pictured this brand reaching almost 30k Instagram followers, or collaborating with other cause-driven brands.

I instantly ask them about the journey – their personal elevator pitch, if you will – of the history and meaning of their project. They describe their now brand that represents everything the adventurer wants – a distinctly cool California vibe, but one that stretches around the world.

One was a card designer. One was in a band. Friends [illegible]

minds for a project to convey a message: "Never grow boring." Their project found its jumping-off point in clothes, designed with a specific purpose in mind and, quite professionally, they spoke of their vision to dig in meaning and adventure at every turn within their rising business.

They seamlessly expanded each other's thoughts with each question I asked. When asked whom they create for, their faces lit up as they spoke of the families and people of all ages: the road trippers, and those in a weekend state of mind. With a focus on the mindset of their demographic, and not the age, they create for those who live for the simple and free attitude of the weekend.

I mean, who doesn't like the weekend?

If you talk about the weekend, naturally you have to talk about weekend playlists. Jason is the music man behind the brand, and frequently shares Spotify playlists on their blog. He's been known to stumble across talent before they're big, and Andres quickly bragged that Jason has got quite the knack for it. Luckily for them, that discovery has resulted in bands such as Capital Cities [illegible] and supporting their mission. *[cont'd on page 48]*

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California is a big state, with so many places to explore; it seems perfect for their point of inspiration. Southern California reveals a different vibe than the north, but the two seem in harmony, with many opportunities for adventure. Andres offers that his favorite spot is the Bay Area. Andres holds San Francisco close to his heart, as he lived in the bay for a number of years, and told me that the nautical design seen in the brand is from his love of sailing.

While a Wyomingite (yes, a person from Wyoming), Jason is well-traveled in his new home state. While he admittedly does not think he's found his spot yet, he reserves his favorite California place still as he roams throughout the state. Though, thanks to weekend playlists, he said he loves that he can go from the heart of L.A. to the middle of nowhere in just a few hours. "It really speaks to the coolness of locations in California," he summarized.

Malibu and the Northern Redwood forests should be on all of our weekend road trip to-do lists, but sometimes you find that you actually have to work before getting to the weekend, and these guys certainly have enough work to keep them busy.

While I marveled over their intentionality behind each decision in their business, I must point out that their business' green consciousness and beach clean-up efforts should earn them an environmental gold star. At any possible opportunity, they are trying to make a statement that the future is now, and it begins with us. They use recyclable and low-impact packaging, and are beginning to use eco-fabric. Andres also shared that his mother has been diagnosed with breast cancer, so they are partnering with another weekend-minded organization to spread positive vibes and awareness. Their community involvement is growing, but between the running of a business, a social media presence, and finding new places and opportunities fo outreach, I'm sure they have plenty to do. Andres laughed at the idea of finding time for all of these things, but after speaking with them for just under an hour, their creative and resilient partnership seems to be in shape to weather just about any kind of storm.

"What does a typical day look like for both y'all?" I asked, laughing away the unintentional southern-ness.

"Well, I guess it depends on the day."

Grinning, Jason spoke of how much of an adventure it is to work, as Weekend Society has really taken on a life of its own. New events, new lines and new firsts make a fun ride for this duo that only began a few years ago. They balanc the mundane with their mission – to st

RIGHT // Jason Joyce and Andres Andrieu, co-founders of Weekend Society

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infuse some weekend-inspired attitude into the daily. Jason pushed aside the details of his day to day, as not to bore me, but took the opportunity to push out the branding this company holds, and to further explain their working relationship. Jason laughed, "We're kind of just like a married couple...we're always working on something." The daily doings are not all-encompassing as work, he explained, but constant communication that breeds creative new lines and products.

They spoke in tune of how they mix work with play. Andres highlighted how a hiking adventure in Joshua Tree could end up on their Instagram, how that inspiration created followers, and those at shows and events ended up being good friends. Blending their lives with their business, they are living out their creative vision and modeling their mission. "What I do for fun is reflected back into the company," Andres says with a smile, and with gratitude for the inspiration that this brand is providing him. He states "Weekend Society is such a part of who I am."

"You're kind of catching us at that good pivot point," Jason recounted of the hard work getting the company off the ground, and the personal growth they have both made, including his almost-finished MBA. They revealed that their passion is to grow the company organically and safely jump into new oppor,tunities. But what they count as calculated risk has certainly paid off in an exciting and thrill-seeking community. One Instagram follower even tagged **#nevergrowboring** on her new tattoo of their motto. With their customers, alongside the thousands of tags and followers, no one can deny the community they have built. Jason and Andres both love that they can inspire with their message and count it as the biggest accomplishment.

Even if the only two people ever affected by their message had been the two behind the brand, Andres and Jason would have been happy. More adventures, road trips, and risks have been taken because of their project together. "I guess that whole shift in thinking is my biggest accomplishment," Andres said, thinking of his purpose with this brand as to not waste your life, but to live like it is a holiday every day.

With their vision of infusing the joy of the weekend into the everyday, Jason ended the interview a story that confesses his inspiration is continually renewed. A tank top could start their life with them, but it certainly doesn't end there – its journey goes onto other adventurers, wanderers, entrepreneurs, and those that believe that they the joy of the weekend can be everyday. "Someone in New York could be wearing this. It's not like we're sending it and it disappears." Andres laughed about how crazy it is for their clothing to have potentially far off adventures that these two creative minds may never know anything about.

Their sense of wonder and their mission is represented so tangibly within their clothing. With tank tops, shirts, and snapbacks, they are creating a community of those that are growing everyday to adventure more. In turn, they are growing a business that continues to inspire even more.

Andres smiled and said, "As much as I grow the company, it's kind of growing me."

And while you may grow older, this brand will be here to remind you that you need not grow boring.

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