

CRTFD Bridges The Gap Between Plant Medicine and Sustainable Premium Apparel



Los Angeles, Sep 5, 2020 ([Issuewire.com](https://www.issuewire.com)) - CRTFD is a collective of designers and creative alchemists. They take a responsible approach to fashion and consciousness-altering experiences. CRTFD is a global community that orbits street art and plant medicine. Inspired by L.A. and Barcelona street culture, and subcultures around the world, CRTFD is a lifestyle brand that operates on a higher frequency.

They explore the power of psychedelics in their capsule collection “CRTFD Psychedelic Research Group.” The look book itself takes you on a group’s psychedelic trip; their journey through “Ego Death Valley”, wearing sweat suits with temperatures reaching 115 degrees. One image shows Master Kato of Shoreline Mafia, a sweatshirt tied on his head, taking a tab of LSD with the desert dunes reflected in his shades. The desert acts as a metaphor for the wide spaces that we must travel to make room for inner change. One bag of mushrooms and a few tabs later, night falls and they start a bonfire as their dose peaks. The night introduces an entirely new perspective to the psychedelic experience. The distinction of self gets blurred and overlays of figure form and graphics distort and transform the images.

The PRG collection was created to pay homage to those individuals who use psychedelics to evolve and awaken their conscious selves. CRTFD creates conversations around plant medicine, (like [their interview with mycologist, author and advocate William Padilla Brown](#)), honoring the modern pioneers, or “psychonauts”, that are leading the charge for this generation’s therapeutic renaissance.

CRTFD is committed to responsible production and sustainable materials. Their sweat suits are made using 100% organic cotton, grown without the use of pesticides or any harmful chemicals. These garments are cut and sewn in L.A. to ensure the highest level of quality and craftsmanship. Our solid colors are created using a sustainable vegetable dye that reduces the negative impact on our environment.

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