

Giving Rhody a Lfe Line: The latest kid on the fashion block



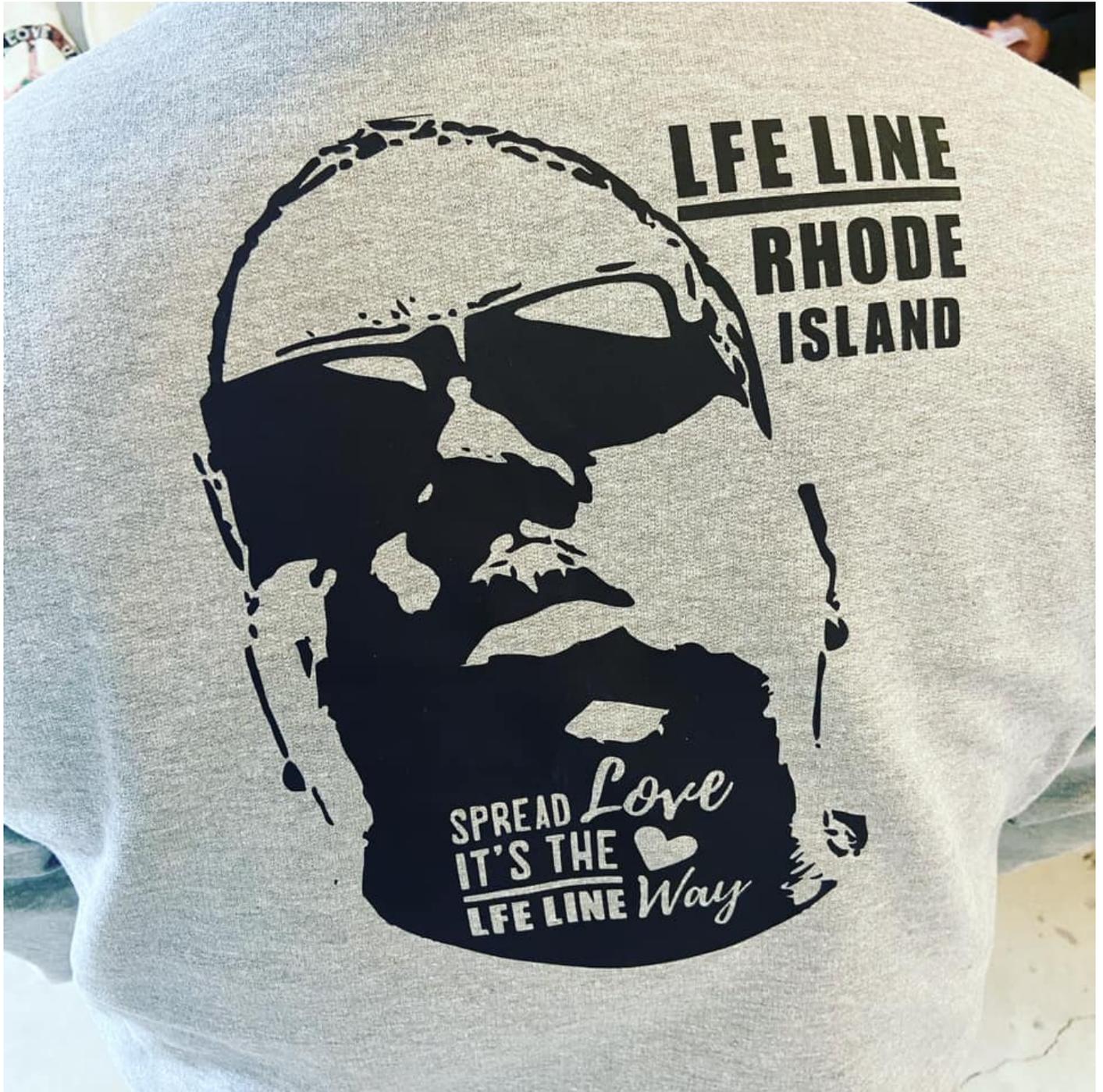
Clothes carry meaning, and fashion has the power to change social discourse. As the nation wrestles itself free from four years of hateful and divisive politics, society has an opportunity to express what it has learned from the experience and what it will no longer tolerate, and the fashion industry has the tools to communicate that attitude to a national audience. In Rhode Island's latest apparel Lfe Line, married couple Amos and Katie Goodridge have taken their passion for design and lifestyle and fused it with a commitment to the greater good.

Amadeus Finlay (Motif): Brand names carry meaning, and nothing is decided upon without deeper thinking. What does Lfe Line mean to you?

Amos Goodridge: When I think of Lfe Line, I think of dependability, it is about everyday life. The name Lfe Line is unique, I want it to be different from anything out there. It's not a brand, it's an empire.

AF: Powerful name, focused intentions... now let's talk about the clothing. What sets your products apart?

AG: Within our Lfe Line clothing range, our tie dye especially is unique within itself. Each shirt is none like the other giving each customer a one-of-a-kind design with each purchase. But more than that. Lfe Line does not apply to one size gender or race. Lfe Line is for the people.



AF: Do you practice ethical sourcing?

AG: We at Lfe Line strive to produce not quantity but quality clothing. We make it a point to be ethical in all operations of our future empire. The point is to set a strong foundation, and the only way to do so is to do everything the right way.

AF: Your Facebook page also covers a lot of food conversations. What is the relationship there?

AG: What we are trying to accomplish is helping people of all walks of life. Lfe Line is a lifestyle and one of the aspects is nutrition. I wanna show people there's other ways to nourish your body through natural foods, meditation and exercise.

AF: At a time when socio-political tension is at a high point, what is it about your message of togetherness that compels customers to choose your products?

AG: It starts with the team that we have around us, we have people working with us from all different backgrounds. Our team consists of people from Cambodia, Africa, Portugal and more, giving our clothing a flair like none other.

AF: As the son of Black immigrants from Liberia, and as a woman of mixed European, African and Indigenous cultures, what does this beautiful partnership of romance and commerce say about the potential for a modern America?

AG: It shows what the American dream should be, it's about unity and bringing everyone together. This is more than just a partnership; this is the solid foundation that is needed for this impending empire.



LFE LINE

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THE WEIRDOS
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AF: Any final thoughts for the stylish, socially-conscious people of Rhode Island?

AG: No matter what your background or style you can always LIVE LIFE in Lfe Line.