

Jeff Garner and Prophetik

Aware Wear

by Olivia Sarratt McCarthy

Prophetik is more than beautiful design. According to Jeff Garner, his label "is a positive, socially responsible, sustainable Tennessee lifestyle brand defining inspirational Euro street wear that serves a purpose and is a visual manifestation of art, love, poetry, and the freedom found within."

In other words, his designs are eco-friendly art made wearable.

Curious to see how wearable the label actually is, we went to Posh in Green Hills. Prophetik is Posh's only completely organic clothing line. We tried on gorgeous dresses made from 100% hemp that were surprisingly comfortable and infinitely wearable. Practical features like pockets in skirts were an added bonus and detracted nothing from the design. We found casual chic for the daytime and sultry styles for night. The best part was walking out in a flashy number ready for my dinner date with my husband for under a hundred dollars.

Prophetik is carried at Posh Nashville, Ecology in Green Hills, Ivey in Franklin, Bill Hallman in Atlanta, and 50 other boutiques across the country. Garner just recently opened up London Fashion Week, gaining great revues by *Daily Telegraph* and *Vogue* and is now in talks with Harrods to pick up the line.

So, we asked Jeff Garner why, considering his international success, he chooses to live in Franklin, Tennessee. His response comes from a childhood that, while difficult, proved prophetic.

Growing up on a farm in the South, Garner had little encouragement to pursue his dream of fashion design. At the age of 6, he began sneaking his sister's Barbie sketchpad out of the closet to create the images he had in his mind. By high school, he was wearing his creations to class. But there just weren't many fashion designers, especially male fashion designers, in Nashville at the time, and it wasn't exactly what a good Southern boy was supposed to do. So, he ventured out into the world to study his craft in Malibu, California



Jeff Garner with model at his London opening

and Florence, Italy, under the tutelage of Calvin Klein, Mossimo, Johan Lindenberg and other icons of the industry. Knowing what a positive influence local inspiration would have made in his own journey, Garner decided that he would bring all that knowledge and life experience back to his hometown.

And bring back he did. As a teenager, Garner had a vision of creating an Art House where budding creative artists could come and be inspired and encouraged. This vision was manifested when he and Michael W. Smith collaborated on the Rocktown project, which created the line Driven and produced numerous local fashion shows with the help and energy of other inspiring young artists.

"Prophetik comes from the soul.
It's not an image brand
but a lifestyle brand of
social consciousness and
sustainability."

