



PRESENTS:

# **A DIFFERENT LOOK ON SKINCANCER**

SUMMER 2016 LOOKBOOK



# A DIFFERENT LOOK ON SKINCANCER

Summer is coming! We all can't wait to enjoy the first sun rays, spending time with our friends outside, feeling a summer breeze in our hair, going to music festivals, diving into the refreshing water on a hot day etc. The summer should be all about creating good memories and having a good time. But knowing that every year millions of people around the globe are diagnosed with skin cancer sends us a different message about spending time in the sun. It's proven that DNA damage by exposure to the Ultraviolet Rays from the sun increases the chance to get skin cancer. Should we get afraid, stay inside and wait until the summer is over? Or should we just have a different look on skin cancer together? Because why can't a sunsafe summer not be as much fun and just as beautiful?

I myself, am a Dutch woman, 32 years old and what looked like an innocent mole on my lower leg was actually a tumor and I got diagnosed with stage IV melanoma cancer 1,5 years ago. My life will never be the same but I refuse to give up on unforgettable and happy summers. I've learned that we still live in a world full of misunderstandings about skin cancer and that was my biggest motivation to start my skin cancer campaign Spot the Dot ([www.spotthedot.org](http://www.spotthedot.org)).

Skin cancer does not only happen to people who have a pale skin, you don't only get a sunburn if you bake on a beach in Spain for half a day or if you're old. It happens to women like you and me.

Also why can't pale be beautiful in times when we learn that the sun can even take lives? Is a tan worth risking your life for?

Join me on my personal journey to have a sunsafe summer and to feel secure in my pale skin full of scars. In this lookbook I show options to stay sunsafe this summer by wearing big floppy hats, creating shade with umbrellas, wearing long-sleeved swimsuits and other shade creating clothing. I show you my scars hoping it will influence other women to check their skin and prevent or detect skin cancer. This lookbook is my attempt to change people's perspective on sunsafe fashion and the importance of protecting and checking your skin!

Every summer has a story. This year we will create a story which is as good but a little healthier for our skin...

*Marije Kruis*  
Founder of Spot the Dot



Spot the Dot is a project to raise awareness of melanoma and other types of skin cancer. Each year, 2 to 3 million non-melanoma cancer patients, and 132,000 melanoma patients, are diagnosed globally. When prevention fails, catching skin cancer early is crucial and highly treatable. Taking note of changes on your skin is key – Make sure you spot the dot!





Coat: American Apparel | Pants: American Apparel | Cropped Raglan Shirt: American Apparel | Sunglasses 100% UV protection: R.T.CO / Comerc Store Vienna | Shoes: Royal Republiq | Floppy Hat: American Apparel





Socks: Minga Berlin | Shoes: American Apparel | Cap: Rabbit Eye Movement | Coat: Studio LBW | Backpack: QWSTION | Jeans & T-shirt: Private collection





Dress: Studio LBW | Shoes: Royal  
Republiq | Coat: Studio LBW | Socks  
& Sunglasses: private collection  
Bandana: Vans x Starwars collection  
Scar: Result of Melanoma Cancer (a  
type of skin cancer) | Umbrella:  
American Apparel





Floppy Hat: American Apparel | Maxi Dress UPF 50: SummerSkin | Belt: Vintage Escada  
Jacket: Zara | *RIGHT* Blouse: American Apparel | Jacket: Private collection







Coat: American Apparel | Pants: American Apparel | Cropped Raglan Shirt: American Apparel | Sunglasses 100% UV protection: R.T.CO / Comerc Store Vienna | Shoes: Royal Republiq | Floppy Hat: American Apparel







Iron Maiden Tent: FieldCandy | Blouse: American Apparel | Sunglasses 100% UV protection: R.T.CO / Comerc Store Vienna  
Bag: QWSTION | Jacket: Zara





Red bodysuit: American Apparel  
Floppy Hat: American Apparel  
Jeans: Private collection





Socks: Minga Berlin | Shoes: American Apparel | Coat: Studio LBW  
Backpack: QWSTION | Jeans & T-shirt: Private collection | Umbrella: American Apparel | Cap: Rabbit Eye Movement







Longsleeved swimsuit & belt UPF 50: Cover Swim | Sun umbrella: Bought at local market in Vienna | Scar: Result of Melanoma Cancer (a type of skin cancer) | Sunglasses: Meller





Bag: QWSTION | Cap: Rabbit Eye Movement | Umbrella: American Apparel | Sunscreen: Rituals | iPhone with Permanent Records sticker | iPod | Sunblox pen | Sunglasses 100% UV protection: R.T.CO / Comerc Store Vienna | Buttons: Spot the Dot campaign | Business Card holder: Hode & Haft



Sunshade: FieldCandy | Sunglasses 100% UV protection: R.T.CO / Comerc Store Vienna | Buttons: Spot the Dot campaign | Socks: Minga Berlin | Longsleeved swimsuit & belt UPF 50: Cover Swim | Umbrella: American Apparel | Bandana: Vans x Starwars collection | Sunscreen | iPhone with Permanent Records sticker | SummerSkin tote bag | Button: Spot the Dot campaign



# CONTACT & CREDITS

## Spot The Dot

[www.spotthedot.org](http://www.spotthedot.org)

We are based in Vienna Austria but active worldwide

Founder: Marije Kruis [www.marijekruis.nl](http://www.marijekruis.nl)

Marije is available for interviews in Dutch, English and German

All pictures from the lookbook & more are available in hi-resolution upon request.

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[#skincancerawareness](https://www.facebook.com/spotthedotcampaign) [#spotthedot](https://www.facebook.com/spotthedotcampaign)

## CREDITS

This entire campaign is made by the work of volunteers and gifts of several brands. Endless gratitude to those who helped:

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& Michael Pasterk [www.michaelpasterk.com](http://www.michaelpasterk.com)

Nails: First Beauty Spa Vienna [www.firstbeautyspa.at](http://www.firstbeautyspa.at)

Hair: Headquarters Vienna: [www.headquarters.at](http://www.headquarters.at)

Model, Text & Concept: Marije Kruis [www.marijekruis.nl](http://www.marijekruis.nl)

## BRANDS

American Apparel

Comerc Store Vienna

CoverSwim

Fieldcandy

Happy Socks

Hode & Haft

Meller

Minga Socks Berlin

MrAli

Rabbit Eye Movement

Royal Republiq

R.T.CO

SPF Addict

Stardust Vintage Store

Studio LBW

SummerSkin

SunSoaked

Uncover skincare

QWSTION

Zara

Zula Zion

## OTHER SUPPORT

BLAEK Design Studio

Daan's cooking

Johannes Riegler

Rosa Kienesberger


Stefan Feldner






# SUNSAFE SUMMER DIY INFO

Here are some key tips for buying and staying sunsafe with clothing:

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- 1.** Buy garments that suit your purpose. You don't need a heavy work shirt for the beach, but a longsleeved, tightly woven linen shirt can be both cool and sun-smart.
  - 2.** If you are buying elastic garments like leggings, make sure you purchase the right size — overstretching will lower the UPF rating.
  - 3.** Look for garments with a UPF of at least 30 so that you know you're getting effective sun protection.
  - 4.** Choose garments that cover more skin—there's no point in a high-UPF bikini. Instead, consider a rash guard or swim shirt. Made of lightweight, elastic materials like spandex, these athletic tops will cover your upper body without weighing you down. You can also have beach skirts or sarongs ready for when you leave the water.
  - 5.** Wash new garments made from cotton or cotton blends two or three times at least. This can often permanently raise the UPF rating due to shrinkage of the spaces between the fibers.
  - 6.** Select wide-brimmed hats (at least 3" in diameter) that shade your face, neck and ears.
  - 7.** When outdoors, seek out shaded areas under awnings or trees and minimize your time in the direct sun.
  - 8.** Be aware that UV light can bounce off surfaces such as water, snow and glass, hitting your skin twice and increasing the intensity of exposure.
  - 9.** Use UV-filtering sunglasses and sunscreen with a sun protection factor (SPF) of at least 15 for everyday incidental exposure and 30 or higher for extended exposure. Apply sunscreen on all exposed areas — clothing can't cover everything.



Remember, sun-protective clothing doesn't have to be boring: it can be light and bright and fashionable and fun. And when chosen and used correctly, it's the best form of sun protection you can find.



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