



## COMMUNITY SPOTLIGHT: THE ECO BOUTIQUE

OCTOBER 2025    ISSUE #2

**BURNT ORANGE:**  
THE COLOUR OF AUTUMN 2025

**YOUR GUIDE TO AUTUMN:**  
THE AUTUMN PRELOVED SCHEDULE

**THE CIRCULAR SOCIAL TRAIL:**  
MAPPING PRELOVED HOTSPOTS

# Circular Social

Community Magazine

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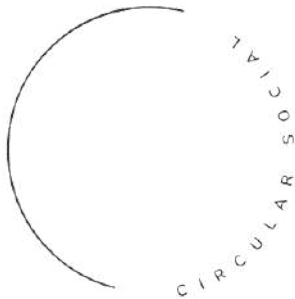
# CIRCULAR SOCIAL MAGAZINE

PB&J PRELOVED OWNER

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COVER PHOTO BY KYLIE PAZ

CONTRIBUTORS

**NICCI - THE ECO BOUTIQUE**

Visit the website

**JEN - MELYN MOON PHOTOGRAPHY**

Visit the website

## FROM THE EDITOR

Dear Readers,

Welcome to Issue Two of The Circular Social! As the leaves turn and the days grow shorter, we're thrilled to bring you our autumn edition—covering all things vintage and preloved for the cooler months ahead.

Autumn and early winter mark a quieter yet deeply important season for the community. While summer is often full of festivals and markets, this time of year is when small, local businesses truly rely on your support. It's a season of preparation—of slow mornings, thoughtful choices, and, yes, the beginning of festive planning.

For many vintage traders, independent shops, and market stallholders, the lead-up to Christmas can be make-or-break. That's why buying gifts from these businesses is more than a transaction—it's a powerful way to invest in your community, celebrate craftsmanship, and keep the spirit of sustainable fashion alive.

Inside this issue, you'll find the season's key preloved style trends, from burnt orange staples to cosy vintage layers, plus guides to upcoming events, slow gifting ideas, and inspiring stories from the people behind your favourite secondhand shops.

Thank you for being part of our growing community. Here's to a season of warmth, reflection, and meaningful choices.

We'll be back with Issue Three in 2026—until then, stay kind, stay curious, and stay preloved.

Rebecca Winther

PB&J PRELOVED





Burnt orange is set to reign as the signature colour of autumn 2025, bringing warmth and depth to seasonal wardrobes. The earthy hue has already made a splash on the runways, with brands like Bottega Veneta and Chloé showcasing it in luxe knits and statement coats.

Celebrities are embracing the trend: Zendaya turned heads in a silky burnt orange gown at the Venice Film Festival, while Timothée Chalamet sported a rust-hued suit at the Toronto International Film Festival, giving the shade a gender-fluid edge.

Burnt orange is making a major comeback in the vintage and preloved clothing scene, becoming a must-have shade for fashion-forward thrifters in 2025. This rich, retro hue—synonymous with '70s style—is being rediscovered in everything from corduroy blazers and suede skirts to oversized knits and classic leather jackets.

As fashion leans into nostalgic tones and cosy elegance, burnt orange perfectly captures the mood of the season—bold, grounded, and effortlessly chic.

PHOTO BY ALI KARIMBOROUJENI

# TIME FOR LAYERING UP!

A guide to sourcing autumnal and winter  
textiles for layering



PHOTO BY DARIA TROFIKOVA

**“Autumn is the season for layering - and so many preloved and vintage businesses have pieces that are classic, timeless and perfect for creating outfits for this season” Rebecca Winther**



PHOTO BY ZOE

Autumn and winter wardrobes are built on staples—think wool coats, chunky knits, tailored trousers, and sturdy boots—all of which can be found in secondhand shops, vintage boutiques, and online resale platforms.

The beauty of buying preloved is that many pieces were made with quality in mind. Vintage wool, leather, and denim often outlast their modern counterparts, offering both durability and timeless style. Look for neutral tones like camel, navy, charcoal, and of course, seasonal favourites like burnt orange and forest green—colours that not only suit autumn but carry through winter and even early spring.

With a little time and an eye for quality, preloved fashion lets you dress for the colder months with conscience and character.



# THE CIRCULAR SOCIAL TRAIL

## Explore Exeter Sustainably: The Eco-Conscious Shopping Trail by Circular Social

Circular Social is proud to have mapped local businesses across Exeter to launch the Eco-Conscious Shopping Trail—a curated guide to the city's best secondhand style spots, sustainable coffee corners, and independent lunch spots.

This unique trail celebrates the heart of Exeter's preloved scene, supporting small businesses and encouraging eco-conscious shopping.

From tucked-away vintage gems to bold retro boutiques, the trail showcases Exeter's thriving preloved fashion community.

Along the way, trail-goers can refuel at carefully selected vegan and eco-conscious cafés, all committed to low-waste, local-first principles.

To make the experience easy and enjoyable for everyone, we're collaborating with a talented local artist to design an illustrated version of the map— which will be free to download online. The map will be designed as a visual guide to the areas of Exeter where you'll find eco-conscious businesses operating.

Whether you're hunting for a vintage treasure or just looking for a slower, more sustainable way to spend the day, the Circular Social Trail invites you to rediscover your city, support your community, and shop with purpose.



"We've seen other cities, villages and towns put together brilliant trails to ensure footfall to preloved and vintage shops and boutiques, so we thought Exeter would be a great place to have an eco-conscious trail - to showcase the brilliant local businesses we have here, particularly ahead of the festive season."

- Rebecca Winther

### How was the trail created?

Circular Social visited locations within proximity to Exeter city centre, to map a trail of eco-conscious businesses that would include stop off's at sustainable businesses and premises offering food, drink, clothing, textiles and more.

Working on a custom Google map, we've plotted points with coloured keys to aid visitors in finding the best eco-conscious businesses, shops and hotspots in Exeter.

The trail is an ever-moving project that can be adapted and added to over time, to highlight the brilliant businesses in Exeter flying the flag for preloved and vintage.

You can find a digital version of it as a custom Google map, [here](#).

 *Are you a local vintage seller or shop owner in Exeter or the surrounding areas? Get in touch about the Vintage & Preloved trail.*



X



## COMMUNITY SPOTLIGHT: NICCI - THE ECO BOUTIQUE



[www.devonecoboutique.co.uk](http://www.devonecoboutique.co.uk)

NICCI - THE ECO BOUTIQUE

“WE’RE DELIGHTED THAT MORE AND MORE PEOPLE ARE FINDING ECO-FRIENDLY GIFTS, CLOTHING AND HOMEWARES IN OUR STORE, AND USING US AS THEIR REFILL SHOP FOR THEIR SKINCARE PRODUCTS. BUT HOW DID THE STORY BEGIN?”

NICCI - THE ECO BOUTIQUE



Eco Baby Box launched online in February 2021. Then in June 2021, when a baby shop was closing its doors in Ottery, Nicci quite literally jumped in with both feet and had to snap up the premises. “I opened the doors to Eco Baby Box in 2021. In 2022, Eco Baby Box became a trademarked business and although we changed our business name to Devon Eco Boutique in October, we still offer our award-winning Eco Baby Box Giftboxes. We just realised we needed a business name that would continue to grow with us.”

By December 2022, Nicci had moved into a new larger premises (at no.11 Broad Street) as Devon Eco Boutique – and expanded her range further to include plastic-free homewares, refillable skincare options as well as organic fashion and accessories for grown-ups. But Nicci’s vision for her shop stands out from the norm

“For me it is important to be more than just a store. I want it to be somewhere that is warm and inviting... kid friendly, a place where new parents can take a break, weigh their baby, change or nurse

somewhere comfortable. It’s a safe space someone can come to if they are struggling and need a friendly voice, or just want to leave the house (we’ve all been there), a shop where we have the facilities to make shopping less of a chore with toddlers in toe! Less daunting (especially in the early days) and somewhere just to rest your feet if you’re tired on the way home from town.”

Over time, Nicci and her team have further developed their preloved clothing exchange scheme and introduced a bra recycling bank! And now, she is a stockist for a number of carefully selected local small businesses.

Like many small business owners, Nicci juggles her work alongside her personal life. “I wear many hats! But, by far my favourite is being a mum to a cheeky little munchkin we call Nugget (my first craving).”

You can find The Eco Boutique on [Instagram](#) and on [Facebook](#) or you can visit the website [www.devonecoboutique.co.uk](http://www.devonecoboutique.co.uk)



# CIRCULAR SOCIAL EVENTS

Creating space for your business to be  
seen and heard

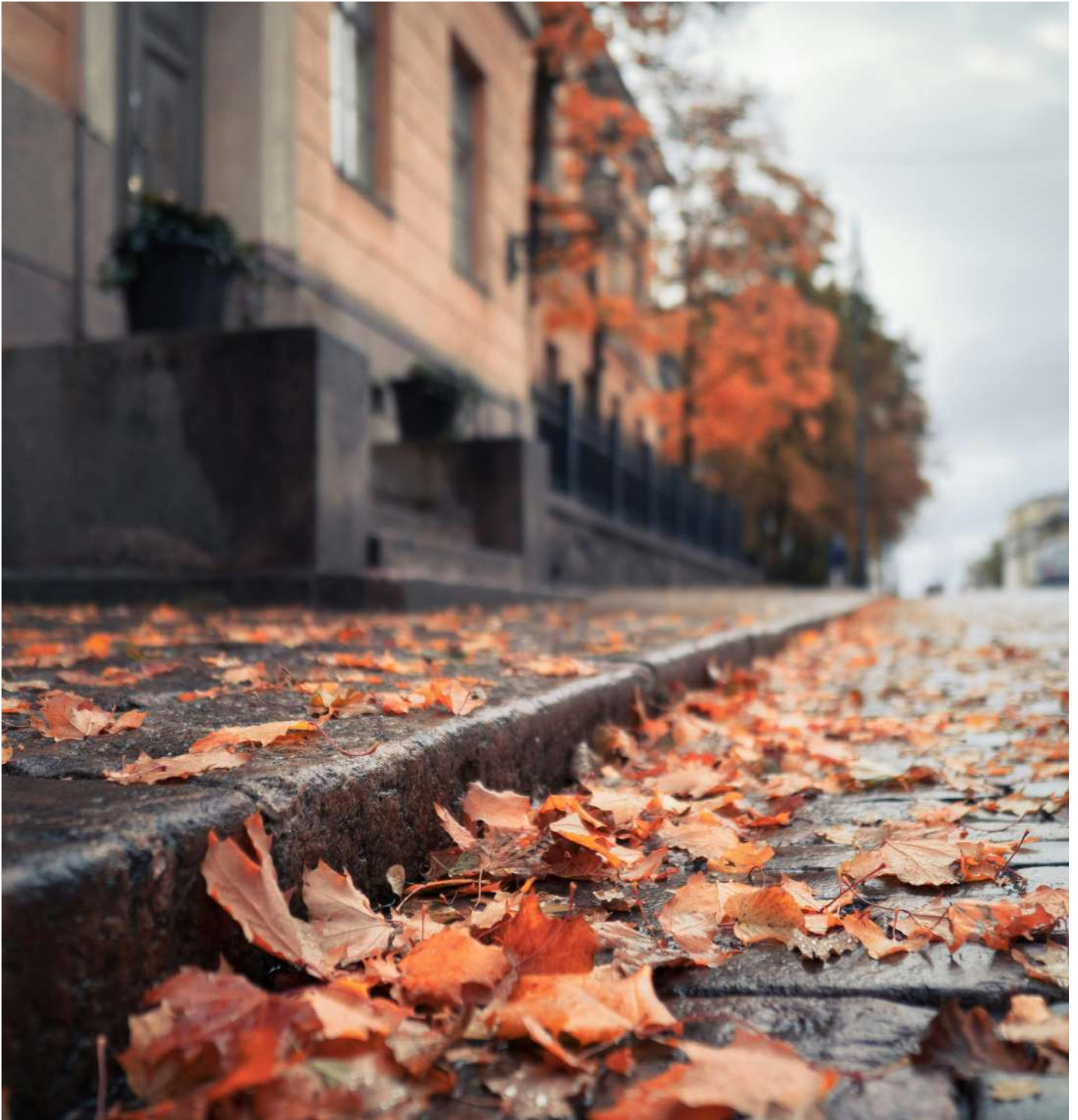


PHOTO BY TAPIO HAAJA

**“Here you’ll find the autumn/winter events for 2025 within the preloved and vintage community - it’s really important to show up for local businesses.” Rebecca Winther**



PHOTO BY [RIANNE GERRITS](#)

At preloved and vintage shops during the autumn and winter season, you'll discover a treasure trove of cosy, one-of-a-kind finds perfect for colder days. Think classic wool coats, oversized knitwear, vintage leather boots, and timeless trench coats. You'll often come across chunky scarves, corduroy trousers, flannel shirts, and retro ski jackets that bring both warmth and character. These shops are also great places to score unique holiday pieces like sequined party dresses, velvet blazers, and vintage handbags – all with stories woven into their seams.

Preloved and vintage items make thoughtful and meaningful Christmas gifts because they're truly one of a kind. Giving vintage means offering something with history, character, and charm – far from the mass-produced items found in most stores. Whether it's a hand-picked retro jacket, a classic vinyl record, or a beautifully aged handbag, each piece tells a story and shows you've put real care into choosing something unique.



## What's on this autumn/winter?

### October –

- **The Circular Social Trail goes live**
- **The PB&J Pop Up Shop – Amelia's Flower Farm**
- Love Local Pop-Up – Greendale Farm
- Autumn Fair – Exeter Cathedral
- Green Market – Exeter Cathedral
- Antique and Flea Market – Matford Centre
- Powderham Food Festival
- **STEAM Family Stay & Play Sessions – It Takes a Village Plymouth CIC**

### November –

- **The PB&J Pop Up Shop – The Cranberry Farm**
- **PB&J Sip&Swap @ The Good Space**
- Fore Street Flea, Exeter
- Wedding Extravaganza @ Westpoint
- Antique Fair @ Westpoint
- Michaelmas Fair @ Powderham
- **PB&J Preloved pop up shop @ The Birdhouse**
- **Playtime at the patch – It Takes a Village Plymouth CIC**

### December –

- Christmas Shopping Fayre @ Westpoint
- **Circular Social Members meet-up**
- Festive Christmas Door Wreath workshop – British Academy of Floral Art Studios
- **Playtime at the patch – It Takes a Village Plymouth CIC**



 Are you running a local event? Get in touch to have your event featured in *The Circular Social*.

PHOTO BY TAMARA VYSOTCKAIA



## Local business shout-out

### Melyn Moon – Photography

Hello, I'm Jen and welcome to Melyn Moon Photography. Based in Exmouth but working across Devon, I work collaboratively with eco-conscious businesses, community groups, charities, artists and those working towards positive change in their community.

Photography has always been a hobby of mine; I was always the friend who had a camera in hand (in the time before decent camera phones!). Now, I've taken my interest for photography, mixed it with my passion of all things environmental and turned my hobby into a business – Melyn Moon Photography was born!

If you're looking for a photographer than understands your eco-values, [drop me a message](#) and lets see how we can work together.

 Are you a local business? Get in touch with us to feature in the next issue of *The Circular Social*.



PHOTO BY [MELYN MOON PHOTOGRAPHY](#)





### Thriving Through Autumn and Winter: Business Tips for Preloved and Vintage Sellers

The autumn and winter months can be a quieter time for many preloved and vintage businesses, but with the right strategies, they can also offer unique opportunities to connect with customers and strengthen your brand. Here are some tips to help you navigate the seasonal slowdown and keep your business thriving:

#### 1. Refresh Your Inventory Seasonally

Curate your collections to reflect the season. Think cosy knits, vintage coats, rich textures, and classic cold-weather accessories.

#### 2. Lean into Storytelling

Autumn and winter evoke feelings of tradition, memories, and comfort, perfect for vintage. Share the stories behind your pieces: where they came from, their era, or any quirky facts. This emotional connection can be a powerful selling point, especially during the gift-giving season.

#### 3. Offer Gift Guides and Bundles

Help customers with their holiday shopping by creating vintage-themed gift guides. Offer curated bundles (e.g., "Cosy Winter Nights" or "Retro Glam Pack") at special prices. These make decision-making easier for buyers and can increase average order value.

PHOTO BY [BECCA MCHAFFIE](#)



#### **4. Stay Visible on Social Media**

Consistency is key—even during slower months. Schedule regular posts that feature your items in seasonal settings, behind-the-scenes content, or vintage styling tips. Instagram Reels and TikTok can boost visibility with little cost.

#### **5. Run Small Promotions**

Use targeted discounts, flash sales, or loyalty rewards to encourage purchases. Even a “free shipping weekend” or “15% off coats” promotion can drive engagement and clear seasonal stock.

#### **6. Collaborate and Cross-Promote**

Partner with local makers, cafes, or other small vintage businesses to host pop-up events, giveaways, or collaborative online features. This can widen your audience and generate fresh interest during slower times.

#### **7. Plan Ahead for Spring**

Use the quieter months to reassess your brand, organise your stock, and plan your spring strategy. What worked this year? What didn't? Tweak your pricing, photos, or platforms now, so you're ready when demand picks up.

Slower seasons don't have to mean stagnation. With creativity, consistency, and a strong sense of your brand's story, your preloved or vintage business can turn autumn and winter into a season of growth.

PHOTO BY ELLIE COOPER

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[WWW.CIRCULARSOCIAL.CO.UK](http://WWW.CIRCULARSOCIAL.CO.UK)



PHOTO BY LANIE BAYLISS  
@ BELLEVER FOREST



## ADVERTISEMENT

Love flowers and an idyllic view with your morning coffee/cake? Amelia's Flower Farm is THE place to go for gorgeous views

[www.ameliasflowerfarm.co.uk/](http://www.ameliasflowerfarm.co.uk/)



A woman with long dark hair and sunglasses is sitting in a pumpkin patch. She is wearing a dark t-shirt with a graphic of a person's face. The background is filled with many pumpkins and people, with a brick building and trees in the distance. The scene is lit with warm, golden light from the setting sun.

Would you like to appear in a future issue of The Circular Social?

Get in touch with us  
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