

Pride In Print media release (June 29, 2026)

– incs pics: Well Worn Publication; Gravitas Media regional business manager Jacki Coffey –

Publications Books Category goes to Gravitas Media

Gravitas Media's sensational execution of an enterprising design concept has earned it the Pride In Print Awards' Publications Books Category for the Well Worn Publication.

"Thrilled" with the award and "extremely excited for our client", Gravitas Media regional business manager Jacki Coffey emphasises the publication was specifically created to encourage the reuse and repurposing of clothing while raising awareness of textile waste.

"The concept was to produce a premium-quality book that reflected the sustainability message, not only through its content, but also through its materials, construction and presentation," says Ms Coffey.

"One of the most distinctive features was the use of authentic vintage clothing sewing patterns as the wrap-around cover, ensuring every book had its own unique character. Considerable time was also spent refining the colour reproduction to achieve the desired 'well-worn' aesthetic – creating a natural, authentic look rather than a polished commercial finish. The exposed sewn spine further reinforced the handcrafted feel of the publication.

"Sustainability was central to the project. Repurposed clothing patterns were incorporated into the finished piece, giving new life to materials that would otherwise have been discarded. The design and production choices supported the book's environmental message, demonstrating that premium print and sustainable thinking can work hand in hand."

Ms Coffey adds that the book was purposed to be "kept, handled and revisited rather than discarded".

"Its tactile construction, exposed binding and unique cover create a memorable experience for the reader while reinforcing the publication's message of valuing and extending the life of everyday materials.

"The client's design concept was exceptionally strong and our role was to bring that vision to life through careful prepress, print production and finishing. Close collaboration throughout the process ensured the final piece stayed true to the creative intent while achieving a beautifully-crafted result."

Judges' comments:

An awesome design concept, done very well – using an original clothes sewing pattern as a wrap-around cover for the book. The print is very clean print throughout, and there is beautiful work in the exposed sewn (raw) spine with adhesive binding.

Everything in here has combined to create a beautiful print job – through design, print and production – one of my faves!

For further information, please contact Pride In Print Awards manager Tania McDougall, tania.mcdougall@printnz.co.nz, 021 587 072