

Incu

Newsletter 13

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Hi everyone...

Firstly apologies for not sending out a newsletter for quite some time. Its been a little crazy recently but that's really no excuse! Hopefully this double page will make up for the lack of newsletters. I managed to squeeze as much information about all the brands that have come into our store but of course, there are lot more to see. Most of the overseas collections, I picked up from a trip to London and New York last year. Hope everyone enjoyed fashion week last week... There was definitely a lot to see!

Anyhow, hope all is well and look forward to seeing you soon!

Vincent Wu
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Camilla & Marc

The journey of adapting to different cultures and society is a concept that 'camilla and marc' found both fascinating and intriguing. The pair have embraced this concept both artistically and personally and this Autumn/Winter collection portrays just this. The collection is a vast array of concepts that characterizes the significant of both ' camilla and marc's' lives over the past year. Experimentation wit textiles has been of huge importance this season. The contrast of textiles and colours offers a small portrayal of the inspiration behind this collection.



Creative couple Susien Chong and Nic Briand launched the label **LOVER** in 2001. They perceive the label as the embodiment of their passion for music, film, design and art. Signature items such as tailored shorts, skirts, sweats and delicate blouses feature in all of the collections, but with each range Chong manages to introduce a new element or direction that keeps the labels loyal fanbase captivated. What sets Lover apart from other labels is the attention paid to every detail, from creation through to production "We like to keep it small and concise. It's all about quality and maintaining control from the execution of an idea to the construction and merchandising of each individual garment." says Susien. It is this level of care that ultimately adds to the overall charm of the label.

KAREN WALKER

Karen Walker is back at Incu for another season with another outstanding collection. The new range, 'Queenie Was A Dog', explores the polarity of gender and end of innocence. Influenced by the plucky dreams of little orphan Annie versus the gin-soaked machinations of Miss Hannigan, the collection features prints of ponies, puppies and balloons and aims to capture the desire of a young girl running away with the carnival. The range uses denims, chiffons, satins in dusty colours, hinting at 1930's depression yet continuing the Karen Walker handwriting of opposites coming together to give an element of surprise and a sense of fun.



Tatty Devine

Harriet Vine and Rosie Wolfenden of **Tatty Devine** are quite possibly the most exciting fashion accessory designers in London today. Notorious for their quirky, bold pieces and despite being a mere four years old they are already darlings of the fashion press.

The new collection shows off their talents for making fashion from quirky and unusual finds, interpreting everyday objects in a playful way. Influences are as diverse as stationary shops, visits to the Natural History Museum, Highway Code signs and guitars.

The Tatty Devine range always sells well so make sure you check them before they're all gone!

WHITETRASHCHARM ⚡

After reading the top ten reasons why the designers of **White Trash Charms** named their new collection of enamel pieces, "1984", I couldn't resist buying them for our store! Check out the new range!

1. THE CARS WON BEST VIDEO OF THE YEAR IN 1984 FOR: "YOU MIGHT THINK"
2. VAN HALEN WRITES MY FAVORITE ALBUM ""1984""
3. BEVERLY HILLS COP COULD BE SEEN AT THE DRIVE-IN
4. MADONNA'S ""LIKE A VIRGIN"" IS RELEASED (NO NEED TO ELABORATE)
5. PRINCE'S ""PURPLE RAIN"" CHANGES MY LIFE
6. NINTENDO VIDEO GAMES RULED!
7. 1984 ADDS UP TO 22...WHICH ADDS UP TO 4 WHICH IS MY FAVORITE NUMBER.
8. ROLLERSKATING WAS NORMAL IN '84
9. ELIZA WAS 9 YEARS OLD IN 1984 AND THAT MAKES ME GIGGLE.
10. DOLPHIN SHORTS WERE AVAILABLE AT STORES AND NOT CONSIDERED VINTAGE.



Incu

Homme

GRIFFIN

We're very excited about getting **Griffin** into our store. Designed by Jeff Griffin, a graduate from Central Saint Martins College before launching his eponymous men's line in 1993, Griffin is best known for its military-inspired "combat tailoring" and hand-finished fabrics. The label has attracted the music industry and is worn frequently by Massive Attack, Blur and the Chemical Brothers. Griffin also collaborates with many of London's creatives on in-store events, including graffiti artist, Banksy and punk collective, Random. The brand has also open concept stores in London and Tokyo.

ANDYSOMA

Andy Amos created **Andysoma** in 2002 following his time running cult denim label 'sass & bide'. His contribution as general manager fueled a desire to create a men's label that not only reflected his own style but one that would influence an avenue for guys self expression. Calling on two friends, Mauricio Sanhueza and Thibault de Polignac, Andysoma was formed. The label gives an individual the opportunity to express themselves and is translated into their philosophy of being confident and to stand out from the crowd. Andysoma was selected as one of the five finalists for the New Designer Award at the L'Oréal Melbourne Fashion Festival 2004.

Paul Smith

Having been credited with the revival of the eight-button poloshirt and even knighted by the Queen, Sir **Paul Smith** is a quintessentially British designer. Known as a global manufacturer of luxury sportswear, Smith opened his first shop in 1970 in Nottingham, where he began selling his menswear collection. Today, the company produces eight fashion collections including Paul Smith Jeans, PS and Paul Smith London. Incu will be stocking Paul Smith Jeans including the limited edition Red Ear collection that is primarily targeted to the Japanese market.



red coles

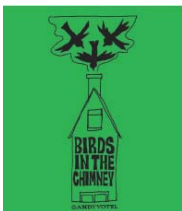
Red Coles is a limited edition, hand painted, silk-screened range of t-shirts from Eric Coles, former record executive turned designer. Eric Coles has worked with some of the most soulful musicians including Sade, D'Angelo, Angie Stone, En Vogue, Monica, Babyface and Maxwell. His wide knowledge in the music arena has definitely influenced Red Coles with a fun mix of line drawings, text messages and art projects. From an outline of 60's era Aretha Franklin (her best period) singing down into a vintage microphone to its complement featuring 70's soulman Otis Redding reaching up for one. Created the old fashioned way on hand painted silk-screens, they are unique for both their illustrations and their process.

OLIVER SPENCER



Now in his third season, **Oliver Spencer's** decision to set up his brand was driven by the feeling that men's casual wear was lacking innovation. Originally a traditional tailor, Oliver revamps classic designs and traditional British fabrics with a modern twist, exemplified by Prince of Wales check jackets with a metallic lining and deconstructed shirts. Already stocking 65 accounts in the UK, USA and Japan, Oliver Spencer is exclusively stocked at Incu.

2K t-shirts available now



Andy Votel



Generic Costume



Evan Hecox



Geoff McFetridge



Carl Nyman



Edward Taylor



Garland Lyn



JAKE