

Incu

Newsletter 18

The Galleries Victoria,
Shop RG23, 500 George St, Sydney.
Ph: (02) 9266 0244

BlueBlood®
BLUE BLOOD REGISTER CO.
Trade Mark © 2008/09 London UK



Blue Blood Denim

Blue Blood originated from one-off denim jeans made by brand partners Jason Denham and Steve te Pas which were given to friends. This label creates a small, focused jeans collection with no concessions to quality, based on the best fabrics, exclusive wash recipes and unique details. The denim is sold across 17 countries across the globe and exclusively stocked in Incu.

Hey everyone...

Its been a while since I last did one of these but I hope I can make it up to you with two pages of exciting brands in our store right now. Christmas is just around the corner so what better time to beat the Christmas rush and get something for your friends and family. Anyhow, I think that's enough sales talk... just come in and have a chat! Hope you are all well and see you soon!

Take care
Vincent Wu
vincent.wu@incuclothing.com



Akira Red Label

Akira Isogawa is one of Australia's most celebrated designers and has achieved international recognition for his exquisite contemporary designs, which are sought after in every major fashion capital. Akira Red was first conceived two years ago and is a collection for both genders; it is casual with a contemporary edge, as some shapes echo the Akira signature collection.



THE CAST

The Cast

The Cast t-shirts tells a story of past lives and the hollow figures we imagine in their absence. Each garment is meticulously discoloured and distressed by hand over a three-day process. Yielding a harmonious relationship between fabric and faintly printed design, these garments reveal a subtle narrative derived from the history of their unique journey. Exclusive to Incu.

Misericordia

Available exclusively in Incu, **Misericordia** has already made its imprint on foreign shores. The **Misericordia** collection of '70s style retro tracksuits and tee-shirts is stocked in cult boutiques across Europe and Asia, including Colette and Surface to Air in Paris, Liberty's in London and Arcuate in Tokyo.



Misericordia originated when three French university students, Mathieu Reumaux, Celeste Pellissier and graphic artist Aurelyen, visited Peru in July 2001 with the aim of setting up a charity association that would help the local community. The inspiration arose when they spotted schoolchildren wearing their **Misericordia** tracksuits to school. Enquiring about their origins, the team discovered that the uniforms were produced by the schoolchildren under the instruction of eight Catholic nuns who ran the Nuestra Senora de la Misericordia institute, and orphanage and school for 180 schoolgirls.

Proceeds from the sale of **Misericordia** clothing are implemented back into the institute, developing projects such as employing local dressmakers, organizing artistic and sporting activities for the children and supplying necessary school equipment.

Misericordia is not just a brand of clothing, but lives and breathes a philosophy of respect, integrity and sharing.

Flux



The FLUX - MODERN LOVERS range looks secondhand, it comes washed and crushed. Geometric & fluorescent. A clash of styles and textures; ironed on felt letters with glitter prints and '80's transfers with neon anti-positioned images. Most of the garments are reversible with inside out prints and graphics.

'The Modern Lovers' range pays homage to some of FLUX's favourite seminal rock bands 'Joy Division', 'Husker Du', 'Death From Above', 'The Liars', 'Girls Against Boys', 'T.S.O.L.' and 'The Damned'.

The new collection includes pin-striped western shirts, 'no-sport' polos, anti-dress pants in 60's plaids, very bright t-shirts and recycled iron-on transfers.

Trovata



With their sun bleached hair, clean all-American looks and stylish charm, the four guys behind Trovata might be mistaken for a boy band. Jeff Halmos, John Whitledge, Sam Shipley and Josia Lamberto-Egan started Trovata (meaning good idea or joke in Italian) with no formal fashion training or experience in 2002 while still in university. Each season the collection draws inspiration from a different personality or story, with certain common, shared characteristics that continue to run through all the collections, like the vintage mood, the used look, the careful attention to details and a marked flair for fine tailoring. The new collection's theme is inspired by Charles Dickens' Great Expectations, revamped, of course, in keeping with the personal style of the four creative talents. Exclusive to Incu

Merlin



Sold exclusively to Incu, Merlin is a new premium casual menswear label created by designer Merlin Hardy. Opting out of a conventional fashion design course in order to concentrate on his obsession for traditional tailoring, garment construction and pattern cutting Merlin combines time-honoured skills with graphic design, concentrating on the shape and construction of garments. The result is simple yet quirky clothing, which retains its practical wear-ability. Items are stripped down to basics and given interesting twists and detailing. Each garment in the collection has unique characteristics, which reflect Merlin Hardy's childhood years in the heart of the English countryside. A particularly focus is his pagan upbringing, apparent in the 'paint by number' Greenman T-shirts, as well as the embroidered God-like homed figures, hand-painted country scenes, and baseball caps woven to look like straw.

Urban Arts - Ryan McGinness



Ryan McGinness is an artist who has exhibited throughout the United States, Europe, and Asia and been responsible for blazing a trail through the gap between art and design. Vogue recently recognized McGinness as "a leading pioneer of the new semiotics." By combining and remixing graphic vocabularies from a range of sources, his work makes strong social commentary on iconography, language, and historical and contemporary symbolism. "Ryan McGinness has exalted the sign into an iconic art form," announced Wallpaper Magazine while the New Yorker declared McGinness "one of New York's most promising bright young artists."

McGinness' work has been reviewed in The New York Times, Flash Art, New York Magazine, Relax, Art Investor, Vogue, i-D, Wallpaper, Strength, Nylon, The Independent, Dazed and Confused, XLR8R, Tokion, and GQ, among others. His artist books were recently added to the permanent collection of the Museum of Modern Art in New York. Exclusive to Incu.