

# Incu

## Newsletter 12

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Hi everyone...

Wow... I can't believe it's the start of another year. We've been open for more than a year now and its amazing the kind of response we've had. The fun part of February is that we start getting our new stock into the store...and trust me... its all looking pretty good. Most of our international brands are stuff we picked up from our previous visit to London and New York. Anyhow, have a good read of some of the brands that we've picked up. I have to say... some of them have an interesting story behind them! Take care and hopefully see you in the store soon.

Vincent Wu  
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It all started with two rival motorcycle clubs, **Innercity Raiders (I.C.R) & Deth Killers**. They were arch nemeses since before anyone from Bushwick or even Bed-Stuy could remember. Their brawls were the stuff of legend, and the Brooklyn neighborhood known as Bushwick suffered greatly. But then came the tragedies of 9/11 and suddenly everything changed . . .

On November 1, 2001, immediately following the Yankees miracle comeback in Game 4 of the World Series, recognizing a true miracle, the respective leaders of each clan signed the Hart Street Treaty, effectively ending their bitter battles once and for all. Not only did the Treaty stipulate the end of the bloody turf war that was tearing Bushwick apart, but it contained a special clause, the Coco Lopez Bambino Clause. A clause so special, it called for the creation of a company which would combine and capitalize on the clubs exquisite and deadly senses of style. Styles of dress so sexy they were known to lure Mamasitas, Hoochie Mamas and Rock Goddesses from all boroughs. The Company would become a blend of young versus old, sex versus love, death versus life, and riding really fast bikes versus working.

And so began I.C.R. vs. Deth Killers of Bushwick. so that their clubs, their families, and all of Bushwick, may benefit and prosper for ALL TIME . . .

## marshall artist



**Marshall Artist** are vibrant designers from London and has caused a stir with their current leisure range. Their current 'Poor' series was to evoke excitement, to inspire and inform. With their dark sense of humour they have transcended this onto their clothes with quirky graphics and bold prints. The colours used are subdued and mellow in contrast with the loud fonts.

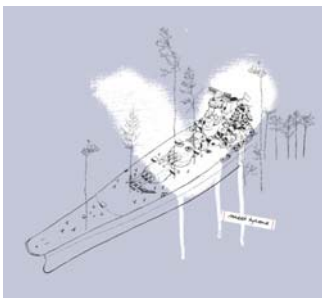
With his tongue firmly in his cheek he has created an innovative range with colourful and creative prints. Which utilises the rich poor look. As Marshall Artist states " if someone gave me cash I'd just go out and buy the new Marshall Artist range. I may look poor but I'd no doubt feel rich. You should probably do the same".



Incu's new logo

It's been on our minds for a long time to have a logo that meant a lot to us at Incu and represented what we believe in. We don't pretend to know how to fix the current problems around the world but we believe we can offer some kind of statement about how we feel about it all. Ever since we decided to quit our full-time jobs and start a store, it's always been about doing something that we're passionate about... loving life and inspiring others. We wanted to translate this into a logo... like a vision or mission statement. Anyhow, the "Love Life" logo will be featured in all our collateral soon and I hope it also inspires you to **love life**...otherwise what's the point?

## meet tyrone



To Meet Tyrone is to take time from the daily bustle of life to just look around, and experience the bliss inherently present in the most seemingly innocent objects and scenes. It's easy to fall into the trap of taking beauty for granted, but when under the microscope, even the most inanimate object can suddenly become a piece of interest and wonder.

Bill Chen, the creator behind Meet Tyrone translates fashion that is unique. His ranges are set apart from the trends as he seeks to weld art and fashion together creating a niche of its own.

The designs from Meet Tyrone will often not relate to each other, rather each garment speaks of its own individual story that Bill captures in a moment of spontaneity. The only recurring theme is of a particular moment, seen through the eyes of Chen, enlightening his inspiration to create.

Meet Tyrone is sometimes political, with his dig at the coalition putting oil aspirations above human life and democracy.

Meet Tyrone is sometimes apolitical and innocent as a piece of beautifully subtle origami.

Meet Tyrone is an expression of Bill, his works are a breath of fresh air in an increasingly crowded and stale urban landscape.