

# Incu

## Newsletter 16

The Galleries Victoria,  
Shop RG23, 500 George St, Sydney.  
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Caroline Athias and David Mechaly joined forces to create **Blue Cult** in 1999. Mechaly brought a knowledgeable background on fabric, engineering and specific ideas on construction, while Ms. Athias brought a certain je ne sais quoi, innately knowing what women want and tailoring the design to fit just so.



The designer's stylish denim cuts-worn bother super low and as traditional 5 pocket basic are inciting a denim revolution. **Blue Cult** delivers comfortable styles and revolutionary hand rubbed vintage finishes to jeans, jackets and more. With over 30 years experience in the designer denim industry, **Blue Cult** is giving the rugged American classic yet another makeover.

meet tyrone®

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.



Hi everyone...

Here's another edition of the Incu Newsletter for your perusal. Spring is just around the corner and for some reason brands have decided to get their stock ready early this next season so check out these new editions to our store. We are again hunting down new and exciting brands locally and abroad so keep an out for some great goodies. I've recently come back from New York and I know I keep saying this but I picked up some great brands for next season!

Take care and hope to see you soon!

Vincent Wu

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A brand that immerses itself with the truth, the whole truth and nothing but the truth. **Art Can Save The World** are 4 espionage designers who are right into using graphic novels to campaign their action packed stories to save the world from global bullies. Graduating from the school of disco these fearless birds intend to expose all who stand in their way. So watch out! Unafraid to go against the grain, **Art Can Save the World** will get to the root of all evil. Remember that feeling when a broken heart starts to mend? Well get over it! It's time to "make some noise"! And tell it like it is!

Come into Incu soon to check out these funky, sexy cutesy tees!



## KATE SYLVESTER

What if Jackson Pollock and Claire McCardell had met and collaborated?

Such is the basis of **Kate Sylvester's** Summer 04/05 collection. Drawing inspiration from the 50's Modernist era, **Kate Sylvester** examined the work of these two hugely influential mid-century icons and was struck by the premise of a professional union between them. Both Pollock and McCardell revolutionised aesthetics with their work, that was both completely of their time yet utterly timeless.



**Morgan d'Alessandro** is the joint effort of Matthew Morgan from Nebraska and Alessandro Poddie from Sardinia, Italy. The aesthetic is based upon the use of quality fabrics, hand tailored topstitch details and bold graphics that often reference history and art. They believe that their unique perspective and innovative approach to design has helped them achieve rapid growth.

**Morgan d'Alessandro** has been recognized by the Fashion Group International as finalists for the 2004 Rising Star Awards and have been featured in Esquire, DNR, LA Confidential, Flaunt, Fashion Wire Daily, and Sportswear International, among others.

