



Newsletter 5

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

Hey there... I'm going to keep this brief but I just wanted to remind you all that most of our overseas collections have arrived in the store so please check it out! We have concentrated on expanding our portfolio of brands since we come across so many great brands during our travels. There are more to come! Also, please take some time out to look at our design installation on our men's wall. Incu is all about inspiration and passion so I'm really proud of our collaboration with **Parisydneytokyo**. We have been getting a lot of press recently for our store so I'm really happy that there is more awareness of what we're trying to do. I just wanted to thank you all for your support and we hope to continue to bring the best brands from overseas. We will not rest!

Vincent Wu
vincent.wu@incuclothing.com



Parisydneytokyo vs. Incu

The encounter between **parisydneytokyo** and **Incu** unveiled a common interest in collaborating across different areas of design and art, and in bringing creation to the streets. It was in this spirit that Brian and Vincent Wu asked **parisydneytokyo** to bring part of their concept into their store.

***Parisydneytokyo** is a Sydney-based studio, created by Frank Le Petit and Emilie de Comarmond around an original concept: "image design". Drawing their inspiration from Paris, Sydney and Tokyo, three cities they have a strong connection with, the pair create objects and unique art pieces using their own raw, unmanipulated images as the main component. Their work is shown internationally.

On March 30, 2003, **parisydneytokyo** invaded the **Incu** store with over 400 miniature people. These people help carry pieces of a fragmented image by **Parisydneytokyo** and reconstruct it on one of the walls of the **Incu** store.

Simultaneously, **Incu** will introduce a line of cases and small pockets by **parisydneytokyo**, with images of some of the little people on the walls.

The aim of this installation is to create a unique visual event in a unique store, in line with the **parisydneytokyo** and **Incu** philosophies.

www.parisydneytokyo.com



Presenting the latest Eisbar Collection...



New Mens T-shirt label -Braveland

Braveland is a clothing label designed by Dave Bravenec, a native Texan who in 1993 led an expedition out to California to receive a MFA in graphic design from Cal arts. Since his educational venture, Dave has served as creative director for a number of new media studios such as House of Blues, New Media, Precision, Carbon 14 and Kick Media. Specialising in web site development and brand identity for traditional and new media, Dave has worked with major clients including Sony Pictures, Fox Television and Sun Microsystems. Most recently, he was design director for the Beastie Boys' Grand Royal Records where he developed the GR mag online and the aesthetic identity for all clothing and print material.

WOODS & WOODS



Woods & Woods was picked up by Incu during their recent fashion show in Melbourne. The Singaporean company is the brainchild of like-minded design graduates with a penchant for creation and goals to produce high quality and design merchandise for well-heeled consumers. Jonathan Seow, one half of the force behind Woods & Woods, was awarded top prize in the Singapore Fashion Designers Contest, and went on to win the Asian Fashion Designers Contest.

The '03 collection revolves around a "design sensibility whereby, clothes that express a happy medium, a subtle mixtures of types and their codes. It proposes a line of clothes that are paradoxically very up-to-date and classic." Woods & Woods is currently available at Incu.



2K T-shirt Designer Profile – Perks



Perks (real name: Misha Hollenbach) was born to Russian immigrant parents in Burwood, Melbourne. He didn't like surfing, but luckily managed to hear "Rockit" by Herbie Hancock. This song changed the way he saw the world, and also encouraged him to screen-print his track-suit jacket with seven colour-screens of the word 'FRESH'. He also started using the words 'DEF' and 'ILL'. He painted these words, along with his early break crew, Street System, onto back patches and school rulers, and then walls around Burwood. Perks is now the co-founder of cult fashion brand, PAM as well as a frequent contributor to art pieces in galleries around the globe. He has collaborated with 2K for a series of t-shirts showing some of his art.