



Newsletter 6

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Welcome to another Incu newsletter...I've really had to cram this one. Anyway, thanks to all those that joined our mailing list recently and I hope you enjoy reading a little more about what we're all about. I'm really excited about the White Trash Charms jewelry that we have just released... The media are already very buzzed by it all so I'm sure you'll see some editorial about it soon. Its fashion week so I will be scooping some exciting new brands. I've also started to plan my next buying trip which would be sooooo exciting if it wasn't for the SARS outbreak. Anyhow, will definitely keep you updated on my discoveries locally and abroad.

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WHITETRASHCHARM ⚡



White Trash Charms, the Los Angeles based luxury accessories company, has finally arrived exclusively into Incu!! The high-polished, flat-surfaced jewelry pieces represent an aspect of American pop culture and distinct style. White Trash Charms is a dynamic concentration of artistic sensibilities and timeless fashion. Founded by Brooke Dulien, designer and President, Dulien's approach to jewelry design is the secret to the company's success. With a diehard passion for music and pop culture, Dulien and her enthusiastic team have taken the company from a mere concept to an au courant reality.

Its celebrity clientele include Cate Blanchett, Britney Spears, Gwen Stefani, Kelly Osbourne, Jennifer Lopez, Madonna, Naomi Campbell, Pink, Sarah Jessica Parker amongst others.



YMC vs Marvel Ladies T-shirts

The design label, YMC (You Must Create) has joined forces with Marvel comics to present a capsule collection of printed T's. The collection will incorporate YMC designer Fraser Moss' all-time favourite Marvel superheroes. The history of Marvel spans decades and has seen many different pencilists and artists versions of characters. YMC has gone back to the Golden and Silver Age choosing characters drawn by Marvel legends Jack Kirby, Steve Ditko and John Buscema. Heroes include Captain America, Thor, The Incredible Hulk, and the Fantastic Four. Presently we have a limited amount of girls tees and the guy tees will be coming in Summer.



Aem'Kei

Aem'Kei has rapidly achieved cult-brand status since its US debut in 2000. Founder Markus Kosseck is inspired by the fruits of the world's urban environments. Aem'Kei's well-thought-out concepts and exceptional design on everything from T-shirts to outerwear appeal to urban scenesters with refined tastes and an eye for fashion. Aem'Kei recently did an in-store art and promotional project inside Paris' Le Shop. The company does not formally advertise but places its clothes on the backs of influential musicians, poets, DJs and actors. Sold by a select group of specialty boutiques (Vice, Rag Factory and Villains, among others), the designs are often featured in hipster magazines. Aem'Kei is exclusive to Incu.



Charizmatik

Charizmatik is part fashion factory, part think-tank, part global artistic colony. Every individual who buys Charizmatik supports the continuum that is Charizmatik: a community of stylists, teachers, students, speakers, thinkers, scientists, mathematicians, photographers, and philosophers. With an understanding that textile and text derive from the same Latin root meaning "to weave", at Charizmatik, words and ideas are sewn into the very threads of all garments. Its mantra is "The Moment." Their vision is as fixed and distant as the horizon and their goals are ambitious: to manufacture clothing that inspires love and comfort and incites proactive thought.

Ladies 2K T-shirt Designer Profile – Yoshitomo Nara



One of the key artists of the 'Tokyo Pop' culture scene today, Yoshitomo Nara's works conjure up an existence of an unconscious aggressive mind hidden behind an extremely pure heart. These images allows expression of a world of youth today that are unconsciously smoldered by living in this modern, but twisted and conflicted society. However, on the other hand, the characters in his drawings are always healed and in peace because those children also reflect feelings of their childhood. 'When I create my works, I naturally take trips back and forth between myself as a grown up now and myself when I was a child,' Nara states. He has also been influenced by music. In some way, Nara is an eternally pure-hearted, rock-loving kid and always tries to encourage the struggling, creative youth around the world to live out their dreams.

