# FRESH NEW FACE

Young designer Su-Hui Chu's newly launched collection **Ella Peru** is getting a lot of attention early on. First winning the Generation Next competition during BC Fashion Week, then getting buzz in the Vancouver fashion scene, Chu's work is now being carried by select boutiques in Toronto and Montreal.

Su-Hui began designing after traveling the world — travels that appear readily in her first collection. "I take what I see from everywhere, at home or on my travels. I find inspiration in the way people express themselves through fashion," says the designer. Harem pants, a style that she fell in love with on a trip to India in 2002, star in the collection alongside black and white Aboriginal print inspired by a trip to Australia. With travel in mind, Chu's pieces are lightweight stretch and woven cotton, making them easy to wear and pack.

*Top: Model Katie Bull rocks the graphic prints and harem pants that characterize Ella Peru's collection. Photos: Angela Fama. Bottom: Jenny Bird's Crossbody Grommet Pouchette are one of the designer's faves. Photo: Courtesy of Jenny Bird*

# One to watch . . .

Toronto accessories designer **Jenny Bird** is garnering buzz south of the border with her eponymous collection. After 10 years in the industry, she launched her line of inventive takes on the little black bag and retro-inspired jewellery, which has already cropped up on CTV's fashionista-favourite show *Gossip Girl*, as on set with *Melrose Place* stylists, and actresses Sienna Miller and Zoe Saldana to name a few. **T**

# Spanner Ad

*Oliberte's Elika style comes in fun shades from this regal purple to sky blue. Photo: Courtesy of Oliberte*

# Only in Africa!

Since their announcement to work exclusively in Africa (the first international footwear company to do so), Oakville, ON-based footwear company **Oliberté** is now being carried in stores in New York, Chicago, Los Angeles, Philadelphia, Seattle, Vancouver and beyond — as well as being sported by celebs like Juliette Lewis and Snoop Dog. "It's a new revolution showcasing the true potential of Africa," says a release from the company. "Every time someone buys a pair of Oliberté shoes, they are showing to the world that Africa is more than just poverty — that it is full of pride, power and liberty." As of next year, the rubber for the shoe's crepe soles will be sourced from Liberian rubber trees. Even though Liberia has the largest amount of natural rubber in Africa, unfortunately civil unrest has put strain on trade. The uppers, on the other hand, will be made of nubuck, suede and sheep in Ethiopia. The urban-inspired kicks will retail for $100 to $120.

# Big apple BASH

One of Canada's best-known fashion exports, **Peter Nygård**, has opened a flagship fashion concept store in Times Square, New York. With retail sales of almost $1 billion, the privately owned company had a vision to marry fashion and technology in the bustling store. Customers can view clothing on rotating chrome mannequins, watch TV programs or a NYGÅRD fashion show in the lounge, or learn about the brands various fits and styles on in-store media consoles.

With a lengthy philanthropic track record, piloted by the NYGÅRD for Life foundation that benefits breast cancer research, Nygard invited eight breast cancer survivors to rock the runway during the grand opening. A portion of the retail sales from the event was donated to Susan G. Komen for the Cure Greater New York City.

# Visualizer Ad

# EURO BRANDS TEAM UP

Across the pond, the European division of Ford Motors is collaborating with of-the-moment Spanish retailer **Mango** in an attempt to link the car maker's image "to style and the most youthful trends," says the company. After an exclusive collection for the launch of the Ford Fiesta, as well as the upcoming kick-off of the new Ka promotion, this partnership may signal the increase in similar cross-branding initiatives on Canadian shores soon. Mango already has successful design partnerships with celebs like Penelope Cruz and is welcoming sultry actress Scarlett Johannsen as the face of the brand for a second year.

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***From top: Scarlett Johannesen was all smiles on the Mango red carpet. Romantic details and suiting fabrics starred in the line's Spring 2010 fashion show. Photos: Courtesy of Mango***

Naturally Advanced Technologies Inc's focus on their Crailar Fibre Technology is working out quite well for the 10-year old company. In 2009 NAT (the former HTnaturals Inc.) signed an agreement with Hanesbrands Inc., to study how organic fibers can be entered into mainstream production, initially through Hanes dyeing equipment. Crailar Fiber Technology is an enzyme treatment, which makes hemp and other organic fibers, soft and suitable for sustainable garments. Another benefit creating an industry stir? Crailar shrinks less during production than cotton, making the final cost comparable with regular cotton. — J.K

# Pretty young things

A fast-growing retailer targeting the tween girl market, opened to the public in southern Ontario, after being the only kidswear line to show at Toronto's LG Fashion Week in October. The retailer has garnered support among young women in part because of their bi-annual campaign, in which two dozen girls are randomly invited to have hair and makeup done, then star in promotional photos that appear in-store and online. The company says it is hoping to "empower girls to look and feel good with who they are."

Triple Flip recently won the Ernst & Young Entrepeneur of the Year Award for the category of Emerging Entrepreneur, Prairie Region, after opening three stores within a year, adding to an existing two.

Over 8,000 people cast their vote to crown Toronto's most-promising designer during Nuit Blanche, the city's all-night art festival. After a panel of industry pros including Shawn Hewson, David Dixon, and Brian Bailey selected Russian born design student and dancer Mikhail Moudrakovski's collection titled 'Terra Tekton.' Moudrakovksi received a cash grant to foster his career, a photo shoot featuring his collection, and sales contacts. "I am really happy that there are events like Art of Fashion in Canada today, supporting young talent is probably the most important thing pushing our apparel industry forward," says Moudrakovski.

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