

View2

Textile View2 Magazine



WINTER 10/11

CITY STREET LOOKS
CITY CULTURAL EVENTS
EXPRESS FASHION

SUMMER 2011

MEN'S DESIGNERS
TRADE FAIR VIEW
DENIM MOST WANTED

WINTER 11/12

MEN'S, WOMEN'S & KID'S DIRECTIONS:
FABRICS
TRIMS
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KEY LOOKS
KEY ITEMS
GRAPHICS
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SUMMER 2012

MEN'S & WOMEN'S FORECAST:
CASUAL
SPORTS

+

DESIGN DETAILS
OUTSIDE VIEW
INSIDE VIEW
INSPIRING 'SLOW DESIGN'

PARIS



CITY UPDATE BY PIXIE
PIXIE-VIEW2@HOTMAIL.COM

NEW STORES



(RE)SOURCE

7, RUE DE TURENNE, 75004
TUES-SUN 11:00-20:00
WWW.RESOURCE-PARIS.BLOGSPOT.COM
David Feder opened his boutique (Re)source in June 2010. Realising that there was nowhere in Paris for men to find authentic fashion, he decided to create a personalized space dedicated to vintage, dead stock and new re-editions. His background as a denim designer and consultant, who has worked for the likes of Pepe Jeans, American Eagle and Rifle, was enough to set him on his way. Among the petrol blue and brick walls one can expect to find a precise selection of vintage (mostly American and Japanese) pieces from the 1940s-1970s from Levi's, Wrangler, Dickies and Lee.



KITSUNÉ PARISIEN

PASSAGE BEAUJOLAIS AT 52,
RUE DE RICHELIEU, 75001
TEL: +33 1 40 15 09 71
MON-SAT 11:00-19:30
WWW.KITSUNE.FR

The French label Kitsuné (which means fox in Japanese, hence the logo) has marked the French electro and fashion scene since their birth in 2002. Known for their timeless classics since the introduction of their r-t-w collection in Summer 2005, fans will be happy to know that a new boutique sporting the name of their new clothing line, Kitsuné Parisien, has recently opened. Situated next to their 2008 flagship store in the Palais-Royal area, you will find collector items and high quality garments meticulously wrapped in exclusive boxes for that extra special touch.

SURFACE TO AIR

108, RUE VIEILLE DU TEMPLE, 75003
TEL: +33 1 44 61 76 27
MON-SAT 11:30-19:30 SUN 12:00-18:00
WWW.SURFACETOAIR.COM

The creative collective have closed the shop doors of their rue Charlot address (it is now the brands showroom) to open a flagship store on the rue Vieille du Temple in the Marais. The space, which is inspired by the Into the Galaxy video they directed for the Australian band Midnight Juggernauts, is dedicated to fashion and accessories for both men and women, and doubles up as a gallery. It also boasts an in-house, pop-up shop.



LA MAISON DU COQ

1, RUE MONTMARTRE, 75001
MON-SAT 10:00-19:00
WWW.LECOQSPORTIF.COM

The French label Le Coq Sportif has opened its first flagship store. Looking very proud perched on a corner near Etienne Marcel, this new space houses the textile and footwear collections as well as the premium collection Camuset. And, if all that sporty shopping is too strenuous, why not take a drink in the "la buvette du coq" refreshment bar.

BARS, RESTAURANTS & NIGHTLIFE



APRES VOUS

61, RUE DES TROIS
FRERES, 75018
TEL: +33 1 42 55 89 77
MON-SUN 19:00-23:00
Based in the heart of Montmartre, this cosy restaurant split on two levels with a mini courtyard is a delight. An old photographers studio, the

French Mediterranean cuisine boasts dishes such as caramelized pork and tender tuna using only fresh produce bought the same day. The relaxed atmosphere with its ambient music, neutral coloured surroundings, worn out parquet and art-hung walls, also offers a wide range of good wines. But these guys don't take themselves too seriously: the giant "caca" sign above the toilets, which means "poo" in French and the gold toilet seat are proof!



MAMA SHELTER

109, RUE DE BAGNOLET, 75020
TEL: +33 (0)1 43 48 48 48
WWW.MAMASHELTER.COM

Dubious to recommend this hotel due to its location in the 20th district, feedback has been too positive to not feature it. Created by the Trigano family (co-founders of Club Med) and the French philosopher Cyril Aouizerate, Mama Shelter is a haven of 170 rooms set in a quirky design environment created by Phillippe Starck. It's fun (there are two bars, table football and a snooker table), professional (meeting rooms are available and the TV doubles up as a computer) and entertaining (live music is played on Thursday, Friday and Saturday nights in the ground floor restaurant). These guys have thought of everything from baby sitters to free movies to international newspapers to ensure that everyone is catered for.



LA FIDÉLITÉ

12, RUE DE LA FIDÉLITÉ, 75010
TEL: +33 1 47 70 19 34
MON-SUN 12:00-15:00 (EXCEPT SUNDAYS), 20:00-MIDNIGHT
WWW.LAFIDELITE.COM

If trendy hangouts hosting fashionable cliques is your thing, you'll love the latest adventure from the Parisian nightlife emperors, Andre and Lionel (Le Baron and Hotel L'Amour). Based in the not so lavish, but up-and-coming area near canal St Martin in the 10th district, La Fidélité is a bar and restaurant full of grandeur. A former bistro hidden behind red velvet curtains, the huge interior (a rarity in Paris) boasts high ceilings with decorative panels, huge vintage mirrors and romantic tea lights. The cave downstairs offers Jukebox nights on Thursdays and Fridays with hip people DJing opposed to real DJ's (don't let the giant size Mickey Mouse with a surprise put you off when descending the stairs!) Upstairs there is a cute mezzanine, which leads to an apartment that is available to rent for private parties. The menu offers modernised French cuisine.

CULTURE

1. BKRW

BLACK RAINBOW BOUTIQUE, 68, RUE DES ARCHIVES, 75003
TEL: +33 9 63 21 63 94
MON 13:00-19:00 TUES-SAT 11:00-19:00
WWW.BKRW.COM, WWW.BLACKRAINBOW-SHOP.COM

BKRW (the acronym of Black Rainbow) is the lovechild of streetwear fanatics Jay Smith and Greg Hervieux. Their venture started out over four years ago when Jay, the editor-in-chief of the magazine Ware (the sporty baby brother to the French urbanwear magazine Wad) found himself at a loose end. Ware had been laid to rest and this energetic young man had to think of a new project (one of his own this time) to direct his talents. Greg, a long time pal and the co-creator of the French hip-hop brand Triad, was the perfect partner. The facts: BKRW is an online "Extraordinaire" magazine that covers all aspects of streetwear. Features include daily news, fashion editorials, street looks, portfolios, an encyclopaedia of brands, a who's who and a blog. Nothing slips through their fingers when it comes to street culture. Fact two: BKRW is a creative agency that helps streetwear brands develop their image and product. Fact three: Black Rainbow is the place where regular folk can buy selected products, which, up until this date could only be found on their website or at the urban store Citadium. Fact four: Black Rainbow has closed their corner at Citadium and has recently opened their first own name shop in the Marais district. Don't let the toilet seats or porn covered changing rooms put you off trying things on!



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2. GABRIEL OROZCO

CENTRE POMPIDOU, PLACE GEORGES POMPIDOU, 75004
15TH SEPT — 3RD JAN
OPEN EVERYDAY EXCEPT TUESDAYS 11:00 - 21:00
TEL: +33 1 44 78 12 33
WWW.CENTREPOMPIDOU.FR

Gabriel Orozco's quote "What is most important is not so much what people see in the gallery or the museum, but what people see after looking at these things, how they confront reality again" (from an interview with Benjamin H. D. Buchloh) explains all. This is an artist without pretention; an artist that cannot be tagged, whose art and life is a free spirit. Currently living between New York, Paris and his birth town in Mexico, Orozco's work draws in many medias from photography, drawing, painting sculpture and installation. Inspired by urban landscapes and the human body, this solo exhibition, presenting around eighty works, highlights his goal of dissolving the barrier between art and reality using familiar everyday items.



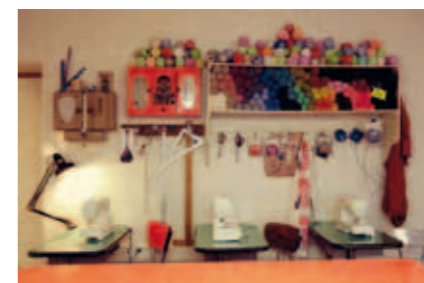
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2. (left to right): Black Kites, 1997
Graphite on skull, 21.6 x 12.7 x 15.9cm;
La DS, 1993. Modified Citroën DS;55,
140.1 x 482.5 x 115.1 cm.

3. SWEAT SHOP

13, RUE LUCIEN SAMPAIX, 75010
TEL: +33 9 52 85 47 41
WWW.SWEATSHOPPARIS.COM

Sweat Shop "café couture" is a modern take on cyber cafes. Instead of finding hypnotized teenagers hooked in front of computer screens you will find trendy twenty-something's buzzing away on Singer sewing machines. It may look like grandma's kitchen-diner with 1950s style tables and quirky little trinkets dotted all over the place, but between the 1970s style wallpaper and lamps there is not a granny in sight. The concept is the brainchild of fashion designer Sissi Holleis and her make up artist friend Martena Duss, who, casually came up with the idea of a creative café one night over dinner. A five-minute walk from the lovely Canal St Martin awaits a hot cup of tea, and a line of ten sewing machines waiting to be used. If you are a dab hand at sewing, you are welcome to stitch away to your hearts content (machine rentals cost €6 an hour). For those needing professional advice, there are workshops with fashion connoisseurs to teach, or help you brush up your sewing, knitting or customization skills. But that's not all; every two months a guest designer will do the honours of presenting their work, providing each student with a unique DIY kit for them to make their own designer piece. There are no airs and graces here, just creative folk wanting to get down to the nitty-gritty.



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BACK TO BLACK

The summer may bring an array of colour for some folk, but not everyone is eager to walk around like a Takashi Murakami painting. Fashion's dear old friend, Mr. Black, is pals with many on the Parisian streets. Beware, he is temperamental guy, one day he can be full of shiny surfaces and other times he can look old and worn out. The other day he appeared to have measles, the poor guy was covered in spots, but he always keeps himself cosy with scarves and accessories (notably hats). Rumour has it that he has a love for leather! Whatever he is into, the Frenchies adore him.



YOU'VE GOT A FRIEND

Mr. Denim is another faithful friend. At present, he has a tendency to be skinny, black or stone washed and is occasionally a little frayed around the edges. A little shirty at times, he loves hanging out with Derby style shoes or hi-top sneakers. Round John Lennon style glasses offer him a touch of style, as do mixed patterns and textures. He gets kicks from his friends who do the complementary couple style, looking good as a twosome wherever they go. Who wants their partner dragging them down on the stylemetre? No way!

