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Wearable Artist Team Creates Original One-of-a-Kind Clothing

Toronto ON., September 25, 2006 – From the collaborative effort of Marie Payne and Josette Luyckx arises *Marie Josette*: one-of-a-kind, limited edition wearable art pieces consisting of women's jackets, shawls and scarves. In eight years, this creative duo has created over one hundred unique pieces.

While influenced by fashion, Marie and Josette are not dictated by it. "Our creative process allows the owner to see their piece evolve," states Josette. "This makes it more personal, demanding to be worn, and appreciated for years." While each piece contains elements of their personal style, it is the client who brings it to life. For this reason no two pieces are ever exactly alike - they become as individual as the wearer, possessing a life and fashion of their own.

The process begins with dyer and weaver Marie, who produces the original hand-woven fabrics. When the weaving is complete, the fabric is washed, pressed and then passed to Josette to construct her original one-of-a-kind wearable art pieces. Josette's inspiration comes from the fabric itself, therefore she waits until it is ready before sketching possible designs. At peak times, the pair can have as many as eight projects on the go, as their work is coordinated around the client's schedules - when they can attend fittings and if they need the piece for a specific date. For this reason, some pieces can take up to three months to complete.

Personal freedom and the rejection of mainstream culture in the 60s and 70s was the catalyst behind the wearable art movement which attracted weavers, quilters, painters, costumers, and dyers. In the beginning "Art to Wear" was made for the individual; it was traded with other artists; or it was made for performances or exhibitions. It soon developed a following, attracting buyers and collectors from all walks of life, who were drawn to the uniqueness of the clothing.

The term "Wearable Art" however, is today often misused; a constant issue that art-to-wear artists struggle to overcome as they feel it devalues their authenticity. It is meant to define true "one-of-a-kind" work, where no two pieces are alike, and no runs produced even if limited. To this end, there are few wearable artists today, with *Marie Josette* being the only authentic line produced in Toronto.

Marie brings over thirty years of weaving experience to the team, and Josette has been designing for over twenty years. Together they have participated in numerous Artwear exhibitions and fashion shows, and they are involved in the upcoming Distillery Arts Walks, as well as Toronto's Alternative Fashion Week. Their newly launched website, www.mariejosette.com, provides more information on "wearable art", and the process involved. Their showroom is located in the Distillery District's Case Goods Warehouse and is open 12-5 Wed – Sun, or by appointment.