

HAND MAIDEN

As words like *mashup*, *hybrid* and *wiki* define the everyday lexicon of our business lives, a parallel interest in collaborative craft threads its way into our fashion consciousness. Communal pods of creative crafters are springing up from Williamsburg to Seattle—and handmade treasures are our collective gain.

A counterpoint to all things mass produced, perfectly polished and garishly generic, handcrafted goods provide a much needed sense of personality. In open sourced environments like *Etsy's* New York studio, creators share materials, recycle unused supplies and benefit from the collective creativity of its multi-disciplinary members. The result is a robust trading arena for handmade apparel, toys, accessories, housewares and art—all delightfully unlike any other products on the market. Check out *Maxine Orange's* hand-painted canvas clutches or dangle cotton lariats by *Right Out Loud*.



Handpainted canvas clutch.
Maxine Orange

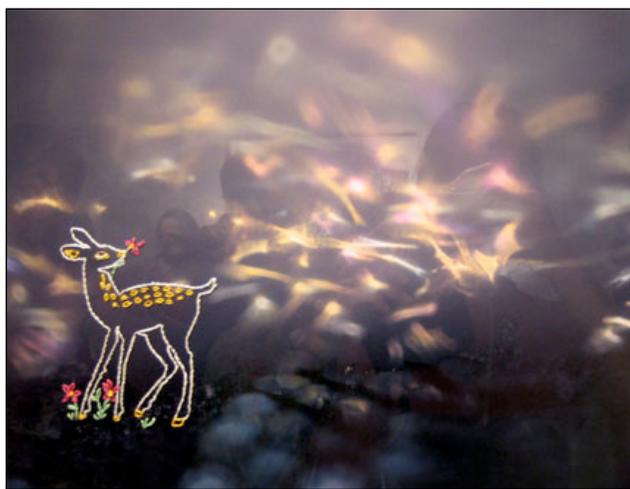


Cotton lariats. Right Out Loud



Handmade sandals on Melrose Avenue

Embroidered photograph by fine artist Mimi





Duct tape wallets. db clay

In Portland, *db clay* produces wallets by transferring conceptual artwork and timeless photographs onto duct tape and other custom textiles. Then there's *Wrecords by Monkey*, a collective of fashion, music and art that earned their style stripes selling bracelets from recycled records at street fairs before becoming a retail phenom.

Meanwhile, the *Craft and Folk Art Museum* in Los Angeles has an upcoming exhibit entitled "From Craft To Catwalk," a look at contemporary design with a folkloric soul. An array of cutting

edge concepts—including *Edoche's* beaded boots from Peru and *Abaete's* Haitian embroidered caftans—will be on display.



Record cuff bracelet.
Wrecords by Monkey

Thanks to a growing network of neighbourhood specialty retailers, handmade merchandise is popping up in urban outposts everywhere as consumers embrace a DIY approach to style. Patchy graphic tees, artfully drawn details on dinnerware, neo-innocent "kidult" toys and quirky accessories—including hand knit and crocheted pieces that are clever and fashionable as ever—all celebrate the charming irregularity of human handiwork.



Handmade tees at the Studio City
Farmer's Market



Hand crocheted watch cozy. Yeny Lee



Handmade
collectibles at
the Leore Lutz
Gallery