



*For Immediate Release*

**INCOGNITO FASHION SHOW**  
**Upcycled Denim Collection**  
**by award-winning costume designer Phillip Clarkson**

**March 4, Vancouver B.C.** – On Wednesday, March 18<sup>th</sup>, at the Arts Club Theatre’s Backstage Lounge on Granville Island, students in the fashion marketing program at LaSalle College Vancouver present a unique, youthful collection of upcycled denim designed by award-winning costume designer Phillip Clarkson for his label INCOGNITO. The event is open to the general public. Doors open at 6 pm. The runway show starts at 7 pm. Items will be available for purchase.

A recipient of 7 Jessie Awards for costume design, Clarkson has applied his considerable talent to the creation of trendy, upcycled womenswear using designer denim sourced from thrifts stores in Palm Springs and on Vancouver Island. Every jean, jacket, skirt, dress and shoulder bag is one-of-a-kind, featuring a range of artisanal construction techniques.

It takes 7,000 litres of water and a range of toxic chemicals to make one pair of blue jeans. Upcycling is a major movement in fashion, especially denim reclamation, as millennials demand stylish, authentic alternatives to fast fashion and wasteful production. Clarkson, who has retired from theatre, film and television, became fascinated by the design challenges of working with used denim. This inspired him to create the SS 2020 collection under his INCOGNITO label. Clarkson launched Incognito in the 1980s as a cool, pop culture brand, which he sold out of a store in the “world’s narrowest building” in Chinatown. Now, like the denim in his collection, he has resurrected the brand.

Integrating Incognito’s aesthetic of edgy, rock-n-roll designs, the collection features fringe, moody florals and prints, reflective embellishments, and distressed detailing with a 90s vibe – all done by hand. Notable pieces include a 2-piece set of white denim (jacket and skirt) with animal print accents and zippers acting as side slits on the skirt. Highlighting a grey wash backless halter top, separate sleeves secured with safety pins and intriguing button detailing add an edgy spin. Classic with a twist, a pair of jeans integrates patchwork from different washes of denim with a skinny fit and a raw hem.

The event will include a short talk preceding the fashion show. Garments and shoulder bags will be available for purchase after the show. There is a cash bar.

**INCOGNITO FASHION SHOW**  
Wednesday, March 18  
Backstage Lounge  
1585 Johnston, Granville Island  
6 pm Door  
7 pm Show  
Free Admission

For more information, contact:

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