

# F.A.K.E. Couture far from fake

Canadian fashion designer uses business to spread message of social responsibility

By **ANDREA HAYLEY**  
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Jasmine Curry, a 24-year-old fashion designer based in Vancouver, Canada, is planning to market not only her clothing worldwide, but also her message. Not content with designing and marketing a clothing line in the traditional manner, she has chosen to marry her work with sustainable business practices as well as a number of social causes, including protecting animals and children.

"It is not just about selling some clothes. It is about leaving a positive impact on the world," says Curry, visionary of F.A.K.E. Couture, a women's clothing line featuring organic soy and bamboo-based fabrics that are sweatshop and animal-free.

F.A.K.E., the acronym, stands for Freedom, Action, Kindness and Empathy. "With F.A.K.E. Couture, it is never just about the superficial, and that is why the acronym is well suited to the line. Because when you read F.A.K.E., certain things come to mind...but when you learn more about it and go beneath the surface, you find it is actually the opposite of what you first thought," says Curry.

Her logo, a little paw print, means "animals give their stamp of approval." If you check out her website (and you should), you will see some cute furry creatures posing with the fashion models. Curry plans to link up with the animal rights organization People for the Ethical Treatment of Animals (Peta), which in turn will help to promote her clothing.

"It is a socially responsible line and that is what is great about it, but it also looks great, feels great, and the price is very reasonable, so it has a lot of different aspects," says Curry.

The line consists of eight pieces of clothing: two dresses (a tank dress and a tube dress), two tops (a tank top and a kerchief top), two wraps (large and small), and

two accessories (a headband and a sash). The pieces can be purchased for a modest \$19-\$115. Each item comes with an instruction booklet detailing some of the surprising variety of flattering ways the clothing can be worn and combined. The colours don't fade or wrinkle; they are feather-light, excellent for travel, and promote absolute freedom for the woman's body.

Curry says her intention is to create a clothing line that is democratic. "It is something that every woman, from 14 to 55 or 60 years old, can wear. [It suits] a different range of body types and women from different cultures—I like to think it transcends economic, social, geographic and lifestyle barriers that usually prevent people from wearing certain things."

F.A.K.E., by virtue of its design, speaks of women's liberation and a deep appreciation for women. "It's all about attracting attention to the wearer, and not to the dress itself. The most important is to put the women in the spotlight. Being natural and simple, it doesn't detract."

"When I wear it in the summertime I need to look down to make sure that I am still wearing my top, because I can't feel it," says Curry, who admits the idea for F.A.K.E. Couture originated during a teaching stint in Taiwan, where temperatures reached over 50 degrees Celsius and a roommate admonished her for wearing a Pashmina wrap and being too risqué in the conservative country. She dreamed at that time of clothing that "feels like nothing on and that looks great enough to wear out in public and to events."

F.A.K.E. Couture was born just a few months ago, but Curry already has plans to expand the line. She plans to create a line of men's and women's underwear, children's clothing, and custom-made couture gowns suitable for red carpet events or an evening ball.

Currently, her clothing is avail-



*Andrea Hayley/The*

**Social entrepreneur Jasmine Curry, wearing one of the tops from her clothing line F.A.K.E. Couture, relaxes in her Vancouver studio apartment on Monday, January 29, 2007.**

able at Twigg & Hottie, a store for Canadian fashion designers located on Main Street in Vancouver. It can also be purchased online from anywhere in the world.

Curry plans to hire help for marketing her line and intends to have a brand that is recognized in mainstream fashion all over

the world. "The average woman would know what F.A.K.E. Couture was and she would have a piece of it."

You can view Jasmine Curry's complete line of F.A.K.E. Couture at [www.fakecouture.com](http://www.fakecouture.com).