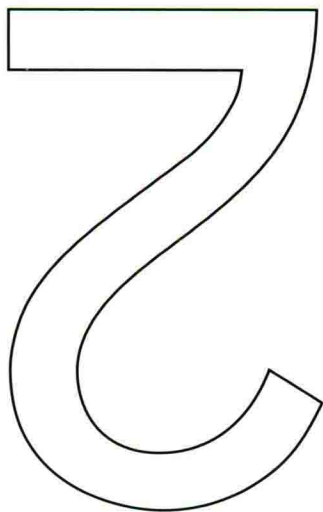


NOVO

FASHION WITH SOUL



INHALT / CONTENUTI
CONTENUTO / CONTENT

INHALT / CONTENUTI
CONTENUTO / CONTENT

IN / SURGELE LE / INGEVROREN OP /
INGELATION / DATA DE CONGELAÇÃO / ZAMROZONE

DESCRIPTION / BESCHRIJVING /
DESCRIZIONE / DESCRIZIONE /

MONATE / MONTH /
MESI / MESES / MES

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

ESPE / PESCAIO / PEIXE / RYBY
ESPE / PESCAIO / PEIXE / RYBY

contents

& colophon

Fashion with Soul

Bags	Isaac Reina	6
	Marc Mermel	12
	Michaël Verheyden	16
	Natalia Brilli	20
	Raquel Esswood	24
	Timmy Woods	28
	Wendy Stevens	32
Fashion	Aguri Sagimori	38
	Asher Levine	42
	Barbara I Gongini	46
	Claude Maus	50
	David Doma	54
	Obscur	60
	Pam Hogg	66
	Wuyong (Useless)	72
	Zazo & Brull	78
Glasses	A-morir	86
	Graz	92
	Herrlicht	94
	Mykita	100
	Theo	104
Hats	Federica Moretti	110
	Gigi Burris	113
	Julia Cranz	118
	Little Shilpa	122
	Louis Mariette	126
	Piers Atkinson	130
	Stephen Jones	134
Shoes	Alain Quilici	140
	Andrew McDonald	144
	Atlanta Weller	148
	Augusta Shoes	152
	Camilla Skovgaard	156
	Guidi	160
	Kobi Levi	164

Noovo Editions is an independent editorial and cultural project by María del Rosario González y Santeiro and Jorge Margolles Garrote with online and paper editions. Noovo seeks to be an aesthetic arbiter and a cultural mediator at the juncture between Fashion, Photography and Jewellery: a platform to show the highest level of creativity from around the world.

www.noovoeditions.com



Noovo paper editions are published by
The Pepin Press BV
P.O. Box 10349
1001 EH Amsterdam, The Netherlands
mail@pepinpress.com

www.pepinpress.com

Copyright © 2010 All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without permission in writing from the publishers.

Noovo volume 2: Fashion with Soul
ISBN 978 90 5496 164 2

Fashion editor
María del Rosario González y Santeiro

Photography editor
Jorge Margolles Garrote

Publisher
Pepin van Rooijen

Copy editor
Ruth Styles

This book is produced by The Pepin Press
in Amsterdam and Singapore.

Printed and bound in Singapore

INHALT /
CONTENUTO / CONT

REDDOZ / WARTOSC.

IN / SURGELE LE / INGEVROREN OP /
INGELATION / DATA DE CONGELAÇÃO / ZAMROZONE DN

DESCRIPTION / BESCHRIJVING /

DESCRIPTION /

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

ESSE / PESCAÇO / PEIXE / HYB*

contents

& colophon

Fashion with Soul

Bags	Isaac Reina	6
	Marc Mermel	12
	Michaël Verheyden	16
	Natalia Brilli	20
	Raquel Esswood	24
	Timmy Woods	28
	Wendy Stevens	32
Fashion	Aguri Sagimori	38
	Asher Levine	42
	Barbara I Gongini	46
	Claude Maus	50
	David Doma	54
	Obscur	60
	Pam Hogg	66
	Wuyong (Useless)	72
Zazo & Brull	78	
Glasses	A-morir	86
	Graz	92
	Herrlicht	94
	Mykita	100
	Theo	104
Hats	Federica Moretti	110
	Gigi Burris	113
	Julia Cranz	118
	Little Shilpa	122
	Louis Mariette	126
	Piers Atkinson	130
	Stephen Jones	134
Shoes	Alain Quilici	140
	Andrew McDonald	144
	Atlanta Weller	148
	Augusta Shoes	152
	Camilla Skovgaard	156
	Guidi	160
	Kobi Levi	164

Noovo Editions is an independent editorial and cultural project by María del Rosario González y Santeiro and Jorge Margolles Garrote with online and paper editions. Noovo seeks to be an aesthetic arbiter and a cultural mediator at the juncture between Fashion, Photography and Jewellery: a platform to show the highest level of creativity from around the world.

www.noovoeditions.com



Noovo paper editions are published by
The Pepin Press BV
P.O. Box 10349
1001 EH Amsterdam, The Netherlands
mail@pepinpress.com

www.pepinpress.com

Copyright © 2010 All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without permission in writing from the publishers.

Noovo volume 2: Fashion with Soul
ISBN 978 90 5496 164 2

Fashion editor
María del Rosario González y Santeiro

Photography editor
Jorge Margolles Garrote

Publisher
Pepin van Rooijen

Copy editor
Ruth Styles

This book is produced by The Pepin Press
in Amsterdam and Singapore.

Printed and bound in Singapore

Whether you like it or not, fashion is part of our existence, even unconsciously. In these times of fast-paced communication, the media message tends towards the globalisation of thoughts. It subtly yet resoundingly homogenises our perception of the ever-fascinating and seductive world of fashion. Brands, trends, catwalk shows, magazines, fairs, chains, department stores and, of course, advertising have all contributed to the creation of a complete web of reference points spread by the mass media.

NOOVO offers a vision of fashion in its most strikingly creative facets. It shows an entire diverse, multicultural universe of creativity, in complete and utter independence from all established systems. The designers chosen (both established and upcoming) are able to express their vision, ideas and thoughts through personal texts and extraordinary images. Together, they give insight into today's world of cutting-edge fashion.

NOOVO has inquired into the limits of what is out there, trying to find 'fashion with soul'. Since 2005, NOOVO has passionately sought out the least conventional ways to spread the most prolific work and thoughts in fashion. NOOVO strives to consolidate radical, modern and timeless fashion creations from a unique, contemporary perspective with a strong focus on the talents of its creators. It is a platform for designers to showcase their work in a way that withstands the erosion of time.



bag designer

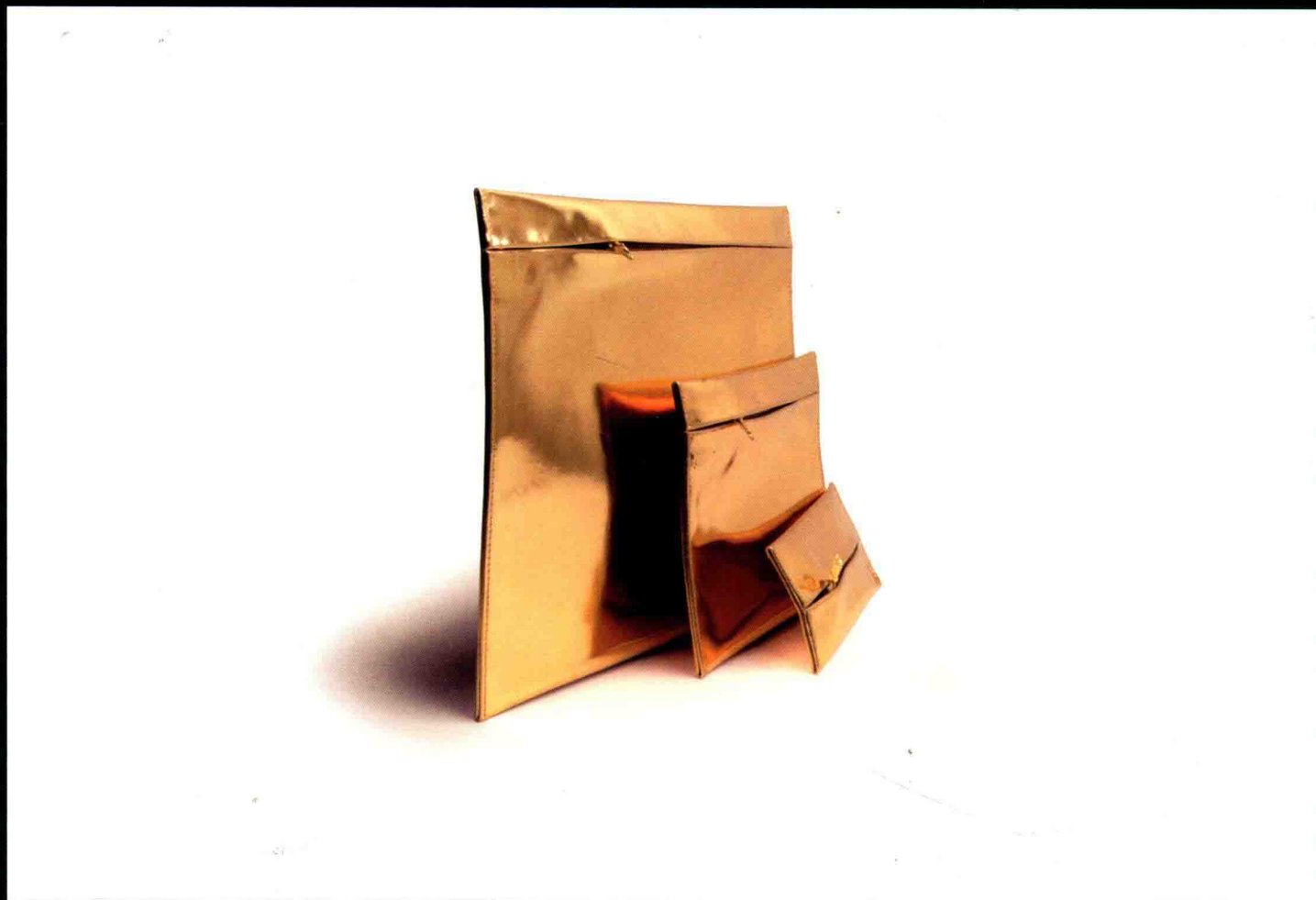
Isaac Reina

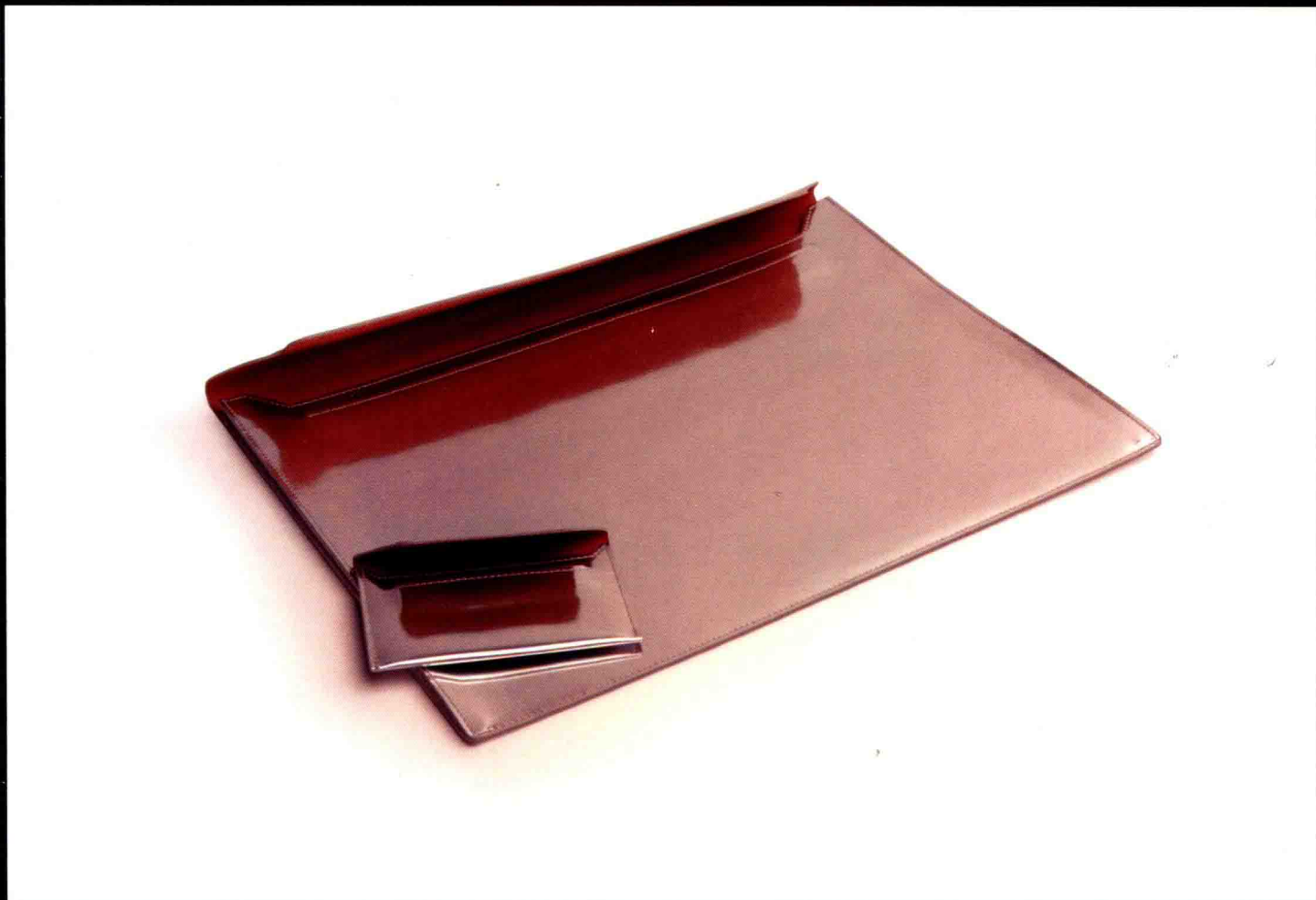
<http://www.isaacreina.com>

Isaac Reina was born in Barcelona in 1968 and later studied architecture and fashion. His debut collection, *Isaac Reina: Edition de sacs*, was launched in 2006 and his first boutique opened in Paris in the same year. He has worked with Quai de Valmy, Maison Martin Margiela and Limoland among others.

'I make very simple pieces; they are unpretentious and normal. All have industrial or commercial shapes but are crafted by hand. Quality is my priority. Beautiful materials, good craftsmanship and correct proportions are elementary principles but are too often forgotten. These are the only details I need. The hard part is simplifying the design over and over again. You could say my work has a no design concept: it's almost invisible, a simple thing such as taking time to get some rest or a breath of fresh air. There's no innovation, no special effects. Just the essentials: function and a natural, unsophisticated beauty. My inspirations? Industrial aesthetics, basic packaging, die cutting and paperboard folding. In terms of people, I look up to Arne Jacobsen, Charlotte Perriand, Jonathan Ive and Jasper Morrison.'













bag designer

Marc Marmel

<http://www.marcarmel.com>

Marc Marmel is a Los Angeles based luxury leather goods company that takes pride in handcrafting its products in the USA. It is available at Barneys New York and at [marcarmel.com](http://www.marcarmel.com)

There was a time when travel was about the journey, not the destination. A time when custom-made luggage was a privilege enjoyed only by the wealthy. A time when luggage journeyed to exotic locations by carriage, train or steamship. While on holiday in the French Riviera, Marc Marmel realised that there were people who travelled the world but who yearned for the glamour of the golden age of travel in the 1920s and 30s. One should not have to forsake luxury and style for practicality and mobility. Inspired by vintage pieces by Louis Vuitton, Goyard and Hermès, Marc created an exclusive line of handmade luggage with modern travellers in mind.

The concept is simple: leather that looks old and well-travelled but isn't. You don't have to worry about scratches and scuffs. Like an oyster, the exterior is rough but instead of a pearl, inside, you will find a lining of beautiful, brightly-coloured silk brocade. The Marc Marmel collection harks back to an era when travel was about the experience. Each piece looks as if you discovered it in your grandmother's attic and

has hundreds of stories to tell. They speak of stylish voyages past and of the many adventures yet to come.





Marc Marmel Black Amanda Closed