

JODI B WISE

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Four Questions We Ask Every Fashion Designer:

1. What current trend would you like to see eradicated?

T-shirts with printed sayings that declare an attitude rather than demonstrating one. There are so many creative avenues for expressing who you are or what you are feeling on any particular day. Wearing the t-shirt that spells it out just seems to be the least inspired choice.

2) What was your favorite era for fashion?

The 20's. A new fashion for women emerged that reflected the changing social and political times. As women became more powerful, their look became more elaborate, decadent, and sexy. There were two leading trends for women's clothing: an intricate and glamorous style with beading, rhinestones, feathers and other trimmings as well as an almost androgynous, masculine edge with short haircuts along with pants and jackets. Women could finally have the best of both worlds and their fashion expressed an attitude of an independence of spirit.

3. What venue has been the best showcase for your work.

Trunk shows and sample sales have allowed me to interact directly with the customer and to personally introduce my fashion. Cutting out the middleman, I get an opportunity to style women on the spot and educate them on basic concepts behind my designs. Nothing thrills me more than to layer one of my wraps over a woman's existing outfit and see her face light up as she sees her look transformed into

Jodi B. Wise is a native Australian who currently resides in Los Angeles. She earned a Bachelor of Fine Arts at the University of Western Australia and a Masters degree from Art's Educational School in London. She has spent her time since school working in film and theatre where she began to cultivate a unique style of her own. With an undeniable love for clothing and fashion, Jodi has set out to create an innovative and bold new look.

In the fall of 2003, Jodi B. Wise launched her first collection of belt and apron "wraps" as accessory pieces to "glam up" the casual jean and tee-shirt look. In 2004, she has expanded her line to include a range of tops which mirror this simple wrap effect.

All of her pieces are made from stunning woven tapestry and provide each woman a special personalized look. This year she is proud to include a collection of wrap tops and dresses made from sheer silks. The fabrics coming from all corners of the world. Jodi's pieces reflect the strength and elegance implicit in the spirit of women.

Jodi's philosophy on fashion is that each item of clothing that we wear should be an art piece in and of itself. Clothing is and should be one of the greatest forms of self expression. This collection is beautiful, rich in color and texture and personal to the owner.



These accessory wraps are made from woven tapestry fabric and are designed to be worn as an accessory over clothing. They come on a belt and the attached suede pocket can be used as a built in purse. One size fits most. Lengths come in long and short. Perfect item for glamming up your jeans. Most are limited editions and

something totally new. I embrace that adventurous spirit in women who are not afraid to try something different.

4. What has been your greatest obstacle?

When I started designing, each piece I created was one of a kind. This made it difficult to represent my line to retailers. I have had to learn how to consolidate my designs into a smaller range of styles and fabrics. The constant struggle is to maintain the individuality of the pieces while being able to present a consistent line for ordering.



pockets and belts may vary with each piece.

Tapestry Wrap
Price: \$110 [BUY](#)



Tapestry Halter Wrap
Price: \$120 [BUY](#)

Silk Halter Wrap
Price: \$120 [BUY](#)

Also made from woven tapestry fabric. Tops wrap from front to back attaching with two sashes which tie at the back. May be worn separately or over other tops. One size fits most. Tops are striking and feminine day or night. Tops with attached brooches or flowers.

Made from 100% silk, these delicate tops wrap from front to back attaching with two sashes, which tie at the back. Opaque and transparent silk tops are designed to be worn as a layering accessory over other clothing