

Fashion



Tamara Jaric (left), Sabah Husain, Tony Sananikone, Paloma Von Broadley, Justin Jamison and Bethany Meuleners are the first Fashion Incubator San Francisco class. Sarah Rice / Special to The Chronicle

SIX TO START

Emerging designers chosen for **Fashion Incubator San Francisco** program that offers Macy's sewing workshop, expert advice

By **Sylvia Rubin**
SPECIAL TO THE CHRONICLE

You know you're a winner when a panel of judges wants to wear what you've just designed. "We all wanted to order Justin Jamison's jeans on the spot," said designer Jeanne Allen, referring to one of six emerging fashion designers selected for a new Fashion Incubator San Francisco program.

A fashion first for the city, the program, sponsored by Macy's West, begins March 5. Patterned after models in other cities, designers will rent a fully equipped sewing workshop at Macy's and work with fashion, business and retail experts to build their brand. "It's going to be like getting an MBA," said Allen, the program's executive director.

Tony Sananikone can make pretty chiffon dresses for a runway show, but that's as far as he's gotten. "I'm so ready for production," he said. Tamara Jaric, whose expertly tailored jackets impressed the judges, is looking forward to working on an actual table instead of her dining room floor.

"We had to be convinced that each candidate had the capacity to launch and sustain a successful business," said Allen. "But beyond this, each of the winners had that spark of originality that is electric."

The six hail from all over the world — one was born in a political refugee camp in Bangkok — and work with felting, beading, hand-painted fabric, sportswear, evening wear, denim, sculptural silks and hand-loomed knitwear.

Some, like Jamison, already have their own lines, while most don't even have websites yet. Their fashion sensibilities were shaped by arty relatives, political upheaval, and non-Western cultures and traditions.

Here's a brief introduction to the class of 2013:

► **Jamison**, a menswear designer (www.justinjamison.com), came to San Francisco via San Diego, Tokyo and Paris. An Art Institute of California-San Francisco graduate, experienced pattern maker and draper, he showed his work at last year's prestigious Arts of Fashion Foundation competition. He has his own line of soft but body-conscious T-shirts, hoodies and jeans with Japanese and Grecian

influences.

► **Serbian-born Jaric**, a womenswear designer, grew up in Belgrade, Serbia, where you couldn't run to the nearest H&M for a jacket. "I've been making clothes since I was 12," she said. "Now what I need is exposure." A graduate of Berkeley College in New York, she's working on a line of jackets and coats with unusual detailing. "We loved her black jacket with a row of tiny pearls running down the back," Allen said.

► **Sabah Mansoor Husain**, a textile and knitwear designer, earned fashion degrees both in India and from the Academy of Art University in San Francisco. In 2010, she showed her fall 2010 collection of crystal-embellished, felted, crocheted and embroidered knitwear at New York Fashion Week with other AAU graduates. She and Bethany Meuleners are working on their first line of contemporary women's knitwear under the label Mansoor-Scott (www.mansoor-scott.com).

► **Meuleners**, a textile and knitwear designer, Fulbright scholar and master of fine arts graduate from AAU, lived in Kathmandu for a year, where she worked as a fashion journalist and ran Nepal Fashion Week. She showed her fall 2010 collection of soft, layered knitwear and woven designs at New York Fashion Week.

► **Sananikone**, a womenswear designer, window stylist for the Gap worldwide and GenArt Fresh Faces in Fashion winner in 2004, was born in a political refugee camp in Bangkok, where, by necessity, he learned to make and alter clothes. A graduate of the Fashion Institute of Design and Merchandising in San Francisco, he's working on his first collection of Art Deco-inspired dresses.

► **Paloma Von Broadley**, a womenswear and jewelry designer (www.palomavonbroadley.com), was born in Spain and graduated from the California College of the Arts in San Francisco in 2009. Selections from her PVB line of draped long dresses, scalloped silk pieces and chunky jewelry are sold on Etsy.com. "But I'm thinking of going into bridal," she said.

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Handy Brooks 2010



"We had to be convinced that each candidate had the capacity to launch and sustain a successful business."

Jeanne Allen, Fashion Incubator San Francisco executive director

Meuleners showed her fall 2010 collection at New York Fashion Week, above, along with designs by fellow Academy of Art University in San Francisco grad Sabah Mansoor Husain, left.

Frazier Harrison / Getty Images for Academy of Art University 2010

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