

HOOT COUTURE

GETTING WISE TO THE NEWLY HATCHED LINESS RANGE



WHEN NYC-BASED DESIGNER/ILLUSTRATOR

Deanne Cheuk told us in passing that she had a line of women's printed tops in the works, it came as no surprise. As art director for *Tokion* magazine, designer for Urban Outfitters, publisher of petite design bible *Neomu* and frequent illustrator of everything, she doesn't surprise you when you're on the other side of the planet at a Tokyo art gallery and you still can't get away from her endearing line characters and clever collages. She's a one-woman design monopoly. Now Cheuk is forming like Femtron with fellow überdesigners Rilla Alexander and Yasmin Majidi to squash the fashion world with their new company, Liness. The debut range of slouchy-chic OwLiness tops puts a new spin on old favourites. "The shirts are based on old, overstretched, overworn tops that we love and always wear to death," says Majidi. Are they using owls because they are fast replacing horses as a girl's best friend? Or because they're free models? Either way, birds of prey have never looked this sweet. **DAVE G.**

The OwLiness line debuts this fall. For more info about Neomu, visit www.neomu.com.

AN OWL IS FOREVER

LINESS' LOW-SLUNG, WEATHERED TOPS FEATHER YOUR CHEST.

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