

Shopping & Style



Noma Bar demonstrates Cut It Out



Noma Bar, 4am Elton



Denham The Jeanmaker

À la shopping cart

Fed up of fast fashion and identikit high street buys? *Lucy Land* speaks to three innovators who are putting the personal back into Amsterdam's retail scene

Cut It Out, with graphic artist Noma Bar

Now is your chance to collaborate with an award-winning artist on a one-of-a-kind artwork. Hot on the heels of its successful London run, Israeli graphic artist Noma Bar has brought his rather scary-looking dog-shaped interactive art-making machine to Amsterdam's new art space in Westergasfabriek, Gallery 33. So how does it work? Visitors to the gallery get the chance to 'feed the dog' (under the supervision of trained staff in special workshops) with recycled materials such as old record sleeves, carpet and cardboard to produce their very own die-cut Noma Bar prints. These are signed

and numbered by the artist as part of a limited-edition series – prices start at around €300 for a two-colour, one-off artwork in paper. 'I wanted to create an opportunity for the public to be involved in an art-making process as well as give old materials a new life,' Bar says. 'I also wanted to invent a new fast and effective art machine.' He certainly did that: the dog can cut more than 60 prints in an hour. Ker-ching!

It's also a chance to discover more about the artist famous for using minimal lines and silhouettes to convey a story. 'I wanted to expose the artistic term "negative space" [the space around objects, and between objects or the elements of an object] to the public.' His relentless ability to find the positive in any negative space is clearly demonstrated in his new wallpaper set for Kuvva, the curated wallpaper image gallery for iPhone and Mac

desktop, to promote the exhibition. See also his recent Mickey Mouse/Darth Vader image for *Bloomberg Businessweek* – although some might say it's hard to find the positive in Disney's acquisition of the Star Wars franchise.

Bar's is the kind of work that makes you take a second (or third) look – so it's not surprising that his designs have graced magazine covers worldwide, from *Esquire*, *Wallpaper** and the *Economist* to our sister publication, *Time Out New York*.

Cut It Out Gallery 33
Pazzanistraat 33 (gallery33.net).
Open Tue-Sat 11.00- 17.00. Until Sunday 23.

Modify your jeans, with Denham The Jeanmaker

Most of us have found the experience of buying jeans frustrating – too-short zips, gaping at the back – you name it, we've been there. But if you're looking for a bit more than an alteration from your dry-cleaner then Jason Denham and his team of tailors are your go-to resource. 'We've fitted our stores with rare original machines from the USA – Union Special and Singer – so we can manage almost all tailoring requests,' he says. 'If we can't do it in-house we'll find a way with one of our connections.' But aside from bespoke rivets and customised leather brand tags, how unusual can requests get, then? 'We've made high-waisted men's pleated denim trousers for an international buyer.' Sexy!

There's nothing run-of-the-mill about the Amsterdam store, either. Denham and his design team work from studios at the rear of an old canal house in the picturesque Nine Streets area. As well as housing Denham's own premium jeans (their current bestseller for women is 'Elle' and for the boys it's 'Skin', but the collection also includes tops, coats, jumpers, bags and accessories), the quirky former art gallery is also home to a vintage denim collection, while cool scissor-shaped shop fixtures adorn the walls.

There are also gorgeously presented limited-edition bottles of Japanese sake by Hiro and fun accessories like headphones from FRIENDS, bags from Bagism and shoes from Buttero and Jack Purcell ('I have a bad Jack Purcell habit – maybe 150 pairs and counting,' Denham admits) on display.

The Denham brand will be marking its fifth anniversary next month, and its founder is currently working on a commemorative book. There's a lot to celebrate: the label counts London and Tokyo among its store locations and Brad Pitt among its fan base.

'Worship tradition and destroy convention' is Denham's fashion philosophy. It's perhaps not surprising, then, that he's just launched a charity event for the Sendai fishermen affected by the Tsunami disaster in Japan: the Denham team made 100 heavy-duty fishing suits and sponsored a fishing

boat. And there's no doubt that Denham will continue his forward-thinking approach: he's just designed the space suits for



passengers who will take the inaugural commercial space flights with the Dutch SXC company in 2014. The sky's the limit, it would seem.

Denham The Jeanmaker 493-495 Prinsengracht (331 5039/denhamthejeanmaker.com). Open daily midday-18.00, Tue-Sat from 10.00. Women's store: Runstraat 17 (528 7730).

It all makes scents, with Perfume Lounge

What do Apple, Singapore Airlines and Disney have in common? They've all maximised their sensory potential for commercial gain. 'Scent is the most intuitive sense; it's liquid emotion,' says Tanja Deurloo, founder of sensory branding company Annindriya Perfume Lounge and a chemist by training. It's not surprising, then, that brands want to enhance their identity by claiming their very own fragrance.

Deurloo has worked with the likes of historic Dutch liquor brand Lucas Bols Genever, Dutch model Daphne Deckers' lingerie line for WOW (which includes a pearl drop of perfume with every bra), Schiphol Airport and Dutch undies brand Hunkemöller. 'A clean, fresh, welcoming scent is more suitable for when you're trying on a bra in a shop environment, whereas you would probably want a more sensual smell for the skin itself,' she reveals.

What's the weirdest scent she's been asked to develop? 'I can't tell

you about the first two that spring to mind: I had to sign confidentiality agreements for both of them,' she says. 'But I worked with an air-freshener company, helping them to combat bad odours. We recreated the scents of wet dog, fish and household waste.'

So can mere mortals order a custom-created fragrance from Deurloo? 'If you want a completely bespoke perfume you're looking at spending more than €7,000 because you would need to work directly with a perfumer. The process takes weeks because there's a lot of information to get through before trying the perfumer's first proposal directly on your skin to see if it's compatible with your body chemistry. Plus you would need to choose your bottle, cap and label.'

Deurloo claims to have the next best thing, though: a Personal Perfume Profiling session (€95 for 1.5 hours), during which you'll get personal advice to find the perfumes that best fit you.

'So many fragrances were released last year and perfume shops are often literally full of scents, so it's easy to make a bad purchase,' Deurloo says. 'Scent is your most personal accessory, and this profiling experience enables you to appreciate fragrance again.'

The Perfume Lounge stocks a number of perfume brands which aren't available elsewhere in the Netherlands (including some lines with 100 per cent natural fragrances), so you'll also be sure to leave the store with something more original than Beyoncé's latest release and a headache.

Annindriya Perfume Lounge 25 Cornelis Krusemanstraat (679 8043/perfumelounge.nl). Open Wed-Fri midday-18.00; Sat midday-17.00.

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Tray bien
 Keep your trinkets, or your whole house, in order with these chic HAY Kaleido stackable storage solutions in powdercoated steel. From €12
 designlemonade.com



Kitted out
 Does this genius really need further comment? KEK Amsterdam have created cardboard cat hangouts in the shape of canal houses. €19.95
 President Kennedylaan 8-1 (kekamsterdam.nl)



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The style agenda

Amsterdam treasures to add to your wish list before Santa comes a-calling



Wool and the gang

In case you hadn't heard, it's all about DIY these days. Imagine the satisfaction of having knitted this midwinter beauty yourself. €133 for kit including needles.
 woolandthegang.com



Marlies Dekkers for Hunkemöller

Long at different, erm, ends of the undies market, two houses collide for racy pieces like this burlesque-inspired bra. €49.99
 Hunkemöller, Kalverstraat 162 (623 6023/hunkemoller.nl)



Scholten & Baijings bed linen

Part of a 'Friends of Droog' range of collaborations, this beauty speaks of comfortable bedfellows. From €85
 Droog, Staalstraat 7b (523 5059/droog.com)