

WE³

SPRING / SUMMER 2011



WE³

I ALWAYS WANTED TO BE AN ARTIST, WHATEVER THAT WAS,
LIKE OTHER CHICKS WANT TO BE STEWARDESSES. I READ.
I PAINTED. I THOUGHT.

- JANICE JOPLIN

Who doesn't know what a Hippie looks like?
Long-haired, barefoot, beaded and be-flowered.
But, all clichés aside, for every visible hippie
there are a thousand invisible members of the
turned-on underground: profound, evolutionary,
independent and free.

Finding inspiration in the women of the late-sixties/early-seventies, second wave feminists, we pay homage to the free and playful spirit. Creating our own existence; reaping what we sow; in-tune with our inner vision. This revolutionary period allowed for a new freedom of artistic expression – bold, abstract and sculptural. Due to a shifting political climate an “anything goes” Art Scene

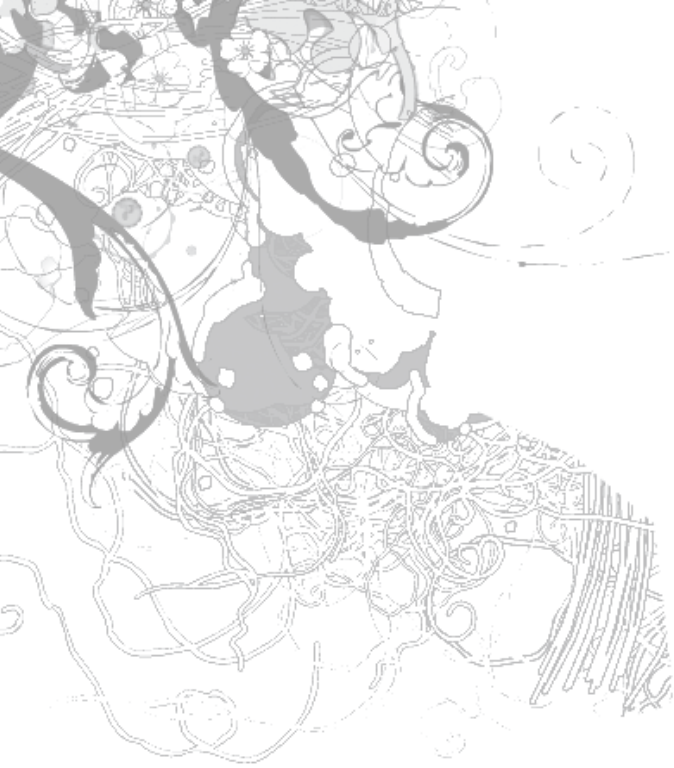
emerged fuelled by psychedelics and rock&roll.

We3 used the twist as a visual representation of this era's idiosyncratic and revelatory nature. Notice it's use through-out the collection in a variety of ways and placements.

Counter Culture evolved as a response on an individual level to modern industrial society's reliance on mass-production. The DIY culture and Back To The Land movement that emerged at this time allowed for an alternative to the norm. While this lifestyle is not for everyone there is a little 'hippie' in each one of us.

Welcome Shallom, artist, writer and stylist, as our model and true example of a living artist.





www.we3.ca

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www.twiggandhottie.com





















For more information and wholesale inquiries please contact Jessica Vaira either by e-mail at us3@we3.ca or by telephone at (604)879-8595.

Deadline for orders: Oct 31st
Delivery Window: March 15th - May 15th

Payment options:
Visa, MasterCard, AMEX, COD
In season re-orders may be possible.

Please call to inquire about stock levels and second run status.



80% More Art Book: Wendy Oakman
Doodle Puffy Sculpture: Devon Gifford
Cone Hats: Fort Design
Where You Come From: Sara O'Leary &
Julie Moostad
Wood Blocks: Allie Wells
Modern Playhouse: MOMA

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