

Aquatique...

Fashion inspired
by the OCEAN

There are underwater images that exploit the female form as fine art using beauty queens or models as subjects. These H2O fashion imagery as termed by popular magazines, seem to have a natural effect of a primal throwback to our genesis. Interesting photographs they may be but the photographs really do nothing for ocean conservation nor promote the beauty of the sea. At best it is an exaggerated form of self indulgence and in many instances pushing the fine line of pornography or ridiculousness underwater.

And if you need another sign that these are yesterday's news, dated and tasteless then check out the work of Mikael Jigmo and

Jeremy Wee. This pair has emblemized oceanic creatures into their designer apparel that are absolutely chic, fluid manifestations that celebrate the sea and art of the female form without absurdity or nudity. Enthused by Mikael Jigmo's images of nudibranch, flatworms, crabs, sharks and reef fishes, Singapore's avant-garde designer Jeremy aka Jaire Remy uses sheer fabrics like satin, silk and cotton to produce Haute Couture Aquatique offering a fresh look at the female form becoming one with the ocean in a sensual touch of elegance.

These fashion confections are no skin-centric, unduly revealing and private part-exposing trends of the yesterday image

makers, but quite simply, elegant high fashion apparel, inspired by animals of the sea. It is an artistic statement of nature's beauty in wearable apparel for the human kind. Jeremy has exquisitely crafted a line of fashion that dress the sirens of the sea to dress the sirens of the land with tempting colours of fish, nudibranch, crustaceans and mimicking the ocean's ripples with ruffles. Haute Couture Aquatique will be terrestrially launched at the Celebrate the Sea Festival 2008 in Manila and the apparel will be auctioned to raise funds for OceanNENvironment's Thresher Sharks Project in the Philippines. Haute Couture that indeed helps preserve the sea! www.CelebratetheSea.com

GLOSSODORIS ATROMARGINATA, a nudibranch found in South Africa, Red Sea and across the Indian Ocean through to SE Asia and Japan. The elegance of this butterfly of the sea is personified in a cocktail dress.



"Mikael Jigmo and Jeremy Wee have emblemized oceanic creatures into hi-fashion apparel that is entirely chic, fluid expression of the sea."



PERHAPS THE ONLY FISH to provide some form of parenting for their young is the Banggai cardinalfish (*Pterapogon kauderni*). The male broods the eggs and later the fry in his mouth. During this time, daddy fish does not eat and will hold the brood of about 25 fry for about 4-5 weeks. Listed Endangered in the ICUN Red List, the fish is the inspiration for this dress.