

Ronald Feldman Fine Arts

JUNKY STYLING

For Immediate Release: May 15, 2010

Wardrobe Surgery

June 15 - 19

Junky Styling, the London-based recycled clothing brand and collaborative team of Annika Sanders and Kerry Seager, offers New Yorkers the opportunity to participate in *Wardrobe Surgery* at Ronald Feldman Fine Arts **from June 15 to 19**. Their fashions are on display in *Resurrectine*, a group show of more than sixty-five artists, through June 26 at the Feldman Gallery.

The public is invited to bring an item of clothing to be transformed. Junky Styling breathes new life into garments that are either ill-fitting (frantic senseless buying), or a bit worn (from too much love). They make a previously un-wearable into an everyday, one-of-a kind favorite.

An individual supplies an old, ill-fitting, or worn-out piece of clothing for a complete overhaul, customization, or simple alteration. The service invites customers to take part in the redesign process and to discuss what they require or desire. All shapes and sizes are invited to *Wardrobe Surgery*, and everyone can benefit from it. Depending on demand, the commission is either made ready for a final fitting within the week or is finished in London and posted back. Consultations for *Wardrobe Surgery* are free, and prices for the "surgeries" begin at \$50.00.

A clothing label, shop, and design team, Junky Styling built a reputation over the last ten years, not only for their tailor-detailed fresh styles, but for also encouraging customers to get involved in recycling. Junky Styling aims to change the way people consume clothing.

Sanders and Seager began their collaboration as teenagers, making clothes for themselves to wear to clubs. Officially launched in 1997, Junky Styling is currently located on Brick Lane in London's East End and participates regularly at the London and Paris fashion weeks. Original Junky Styling pieces have been exhibited in Vienna, Athens, China and Greece and are in the permanent collection of the Design Museum in London. Their recent speaking engagements include Parsons The New School for Design in New York and the Victoria & Albert Museum in London. For more information, please visit www.junkystyling.co.uk

Junky Styling: Wardrobe Surgery (A & C Black Publishers Limited, London, 2009) profiles Junky Styling and offers several refashion how-to's. The book is available through the gallery for \$35.00

"... the Junky Styling look is popular with the likes of Sadie Frost, Gwen Stefani, Russell Brand and Stella McCartney - and you don't get much cooler than that on Planet Fashion."

Karen Kay, *MailOnline*

"Junky Styling's garment-making has a poignant resonance in a neighborhood that historically was important for light manufacturing."

Marco Nocella, Gallerist

Hours for drop off: Tuesday, June 15 through Saturday, June 19, 10:00 am - 5:45 pm. For information, contact Sarah Paulson at (212) 226-3232 or sarah@feldmangallery.com

31 Mercer Street, New York, New York 10013
212 226-3232 fax 212 941-1536 www.feldmangallery.com

