



MIND YOUR OWN BUSINESS

MINDYOUROWN.NL/PRESS

Brand new Dutch fashionlabel presents a unique t-shirt line:

Mind Your Own Business boldly mixes two of the most famous items in men's fashion

Picture a necktie, stitched on a plain, fitted t-shirt: almost brutally beheaded, roughly patched on and purposely crooked. A bold, yet fresh statement. A universal symbol of business and profession meets an icon of informality and casualness. The result of this daring clash between tie and t-shirt? A stylish, handcrafted and unique piece of clothing. Now available in many variations at the Mind Your Own Business webshop.

How it came about? Creator Joyce Vanhommerig (33) witnessed first hand the shopdrama that men go through: like a true fashionista she succesfully purchased one gorgeous clothing item after another, while her boyfriend kept stumbling upon standard shirts that have typical wild prints, trendy skate and surf themes, or worse: boring colours. Shortly after an inspiring workshop, given by one of her most favourite bands Chicks On Speed, and the purchase of her very own sewing machine, Joyce laid out the concept of Mind Your Own Business. After approving reactions from wildly enthusiastic friends, tons of requests for the one of a kind t-shirts came flooding in.

Joyce, now further inspired, went on a true quest to obtain as many different ties as possible. She now possesses a wide range of the most diverse materials to apply on shirts of any colour: from luxurious designer ties from brands like Dior and Gucci to vintage, seventies, souvenir and basic ties. The possibilities are endless.

The very first collection will be launched in Fall 2008 on the Mind Your Own Business website, by Dutch multimedia designer Juul Spee:
www.mindyourown.nl/business

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