

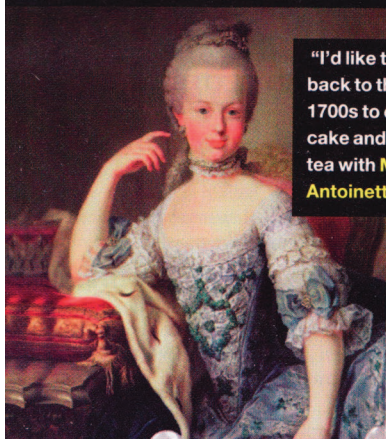


Faren Tami

Tami's vision for the modern woman: sharp shoulders, high waists and slim silhouettes

one to watch

Meet Faren Tami, the next name in Canadian fashion.



"I'd like to go back to the 1700s to eat cake and drink tea with Marie Antoinette."



"Tea tree shampoo is my beauty must-have."



"I love to scoot around downtown on my Vespa."



"*Funny Face*, with Audrey Hepburn, is my favourite fashion film."

“MY FAVOURITE PLACE TO TRAVEL IS FLORENCE.”

It's a pretty remarkable way to start your fashion career: winning a \$25,000 design competition for your very first show. But Faren Tami's victory at the Toronto Fashion Incubator's annual New Labels Fashion Design Competition, sponsored by ELLE Canada, was more than just beginner's luck. Her architecture-inspired collection was a fully realized vision, combining sophisticated tailoring and drapery reminiscent of Rick Owens. "[Owens] has the same kind of mood: gothic and structured but also really drapery," explains Tami, still pink-cheeked and grinning five minutes after her win. "His is the kind of career I aspire to." Susan Langdon, executive director at TFI, sees a bright future for the 26-year-old. "Right away, I could see that Faren had exceptional talent and innovative ideas," says Langdon, who has nurtured design talents like David Dixon and Joeffer Caoc. "She demonstrates perseverance, passion and the desire to succeed—essential traits for someone wanting to make it in the fashion industry."

How did you become interested in fashion?

"My dad says it's in the blood—my grandma was a tailor in Italy. I started sketching when I was 10, and designing was the next step."

Who was your first style icon? "Kate Moss. She was everywhere in the '90s—it was hard not to like her."

What's your earliest fashion memory? "Cutting up my dad's tailored shirt to hand-stitch a wedding dress for my Barbie. He wasn't too happy. Oops!"

What's your favourite book? "*Alligator Pie* by Dennis Lee. It's a children's book of poetry, but it's clever and cute."

What's your favourite fragrance? "I love Oscar de la Renta."

What's your favourite fashion trend? "I like gladiator sandals."

What's your most valued possession? "My sewing machine. If you took that away, I really wouldn't know what to do with myself!"

What's your favourite fairy tale? "*Cinderella*! When the mice made a dress for Cinderella to wear to the ball, it got me really excited. I wonder why!" □