

# FEEL OUR WRATH

Cleveland is hardly a fashion mecca. However, with the inception of **WRATH ARCANE**, we wouldn't be surprised if that all changed. Allow director of sales **Brittany Mladineo** [front left] to explain.



fashion. They focus on trends that only relate to people living in that city, forgetting about the rest of the country and world. We couldn't care less about all the trends that are confined to a few square blocks of downtown wherever.

**If you had to pick one item from both the men's and women's line, what would be your fave and why?**

Our wool trench is our most technical piece and represents the kind of detail that is specific to Wrath Arcane.

**What does the future hold for Wrath Arcane?**

We've noticed a few holes in the market that we are ready to fill. We have been focusing not only on expanding our streetwear pieces, but also designing pieces that you can wear to work.

**What advice do you have for budding clothing designers?**

You need to understand what it takes to run a private label. It's going to be consuming. It's not glamorous. There will be nightmares about production, fabric, ship dates, etc. Also, invest time and energy into designing a line that is an extension of who you are as a designer. You have to create a brand you are proud of. Most importantly, never compromise your brand! **alt**

To rage with Wrath Arcane, check out [wratharcane.com](http://wratharcane.com).



BLACK 'R' TEE WITH HOODIE SCARF (\$40, \$28)

**Where did the idea for Wrath Arcane originate?**

**BRITTANY MLADINEO:** Wrath Arcane began as a portfolio addition of Sean Bilovecky when he was interviewing for design positions in New York. Its actual conception is a result of Brian O'Neill, owner of the Clothing Brigade boutique, expressing interest in turning the idea into an actual collection.

**What is the significance of the name?**

Literally, the name means "secret anger" or "forgotten rage." We feel that now more than ever consumers are more educated and responsive to the issues with our society. There is a growing reluctance in young consumers to buy into brands that lack integrity. We represent a responsibility to inspire change. Hence the "Big Labels Are Fucked" tee.

**What inspires the line?**

Our interest and inspiration lies with real people and their lifestyles. We've intentionally taken a minimalist approach to

fashion, which contradicts the excessiveness of the industry. The focus of Wrath Arcane is on the clothing—not faces and big names, which is why our models are masked.

**How has staying in the Midwest affected your outlook on fashion and the line's design?**

Living here has motivated us to keep all aspects of production domestic. What used to be second to New York City as the biggest apparel production city in the country has been reduced to an industrial wasteland. As designers, it's impossible not to be affected by this. Too many designers that live in big cities have a warped perception of what needs to happen in



WOOL TRENCH WITH HOODIE SCARF (\$280)

## BUY IT!



Fred Flare never ceases to amaze us over at their compound of cute, and this month we're totally obsessed with their exclusive **PAUL FRANK CAMERA CLUTCH**. This army green wristlet has three pockets with a print lining, a metal heart pin on the front and

an 8-inch removable strap. If you're someone who doesn't leave the house without your digital camera, you have to rock this clutch. Not only will you get bonus fashion points, but you'll also have plenty of space for extra batteries and memory cards, just in case you run out. Log on to [fredflare.com](http://fredflare.com) to order yours, like, now! **alt**