

WWD MAGIC

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ANCIENT WISDOM ON A T

A new T-shirt line gives old advice a modern twist.

GROOVY GODDESS ILLUSTRATES THE MODERN

woman. The line of cotton tanks, camisoles and T-shirts uses images from ancient mythology and religion to honor today's creative, empowered modern woman.

Each design created by Corinne Wayshack features a mythological or religious figure — such as Medusa or Pandora of Greek mythology or Kali from the Hindu religion — and a saying about her. The saying accompanying Pandora, for example, reads: "It took a goddess to think out of the box." Designs can be printed on any of the shirt styles. Wholesale pricing is based per dozen (approximately \$15 each for tanks and camis to \$18 each for long-sleeved crewnecks).

Wayshack hopes the shirts will bring ancient mythology to life while empowering wearers, and dismisses the traditional goddess image. "When you hear about goddess stuff, the image that immediately comes to mind are these retro 50- or 60-something women who were part of the hippie movement or totally new age [people]," she said. "But the stories of [goddesses] are really interesting and continue to be applicable. Groovy Goddess was created to make these things much more accessible to the average consumer."

Wayshack, who donates 1 percent of proceeds to charity, said she researched goddesses and was fascinated by their stories. "I'd sit and think, 'How would that translate into the current time? What relevance would there be in the current time?'" she said. Some of the sayings on the designs also came to her on a whim and she'd research a goddess to match. "It was a very organic process," Wayshack said, adding that more goddesses are on the way.

Though advised to start small, Wayshack decided to debut Groovy Goddess at WWD MAGIC. "MAGIC offers an opportunity that other shows don't," she said, meaning visibility, buzz and major foot traffic. "The after-effects of MAGIC will be longer lasting and more productive for me. So why not go to the biggest show and get the most reaction I can get?"

— M.L.L.

