

Streetwear With An International Appeal

by Christine Stringer

Illustrations by Ingrid Bergstrom-Kendrick



Recent Fashion Design grad of The Art Institute of Vancouver, Ingrid Bergstrom-Kendrick is knocking 'em dead internationally. Out of almost fifty Art Institutes in North America, Vancouver is the only Canadian one. So when this Swedish transplant beat out all of the Art Institute fashion designers in the "Cool vs. Cruel" contest, we were proud to have her represent us. The contest took place in New York where she got a taste of what it's like to be a designer in one of the world's the most fashionable cities.

With a collection focused on streetwear for young women, Bergstrom-Kendrick looks to the 80's and her travels for inspiration. She has a cool jersey and mesh mini with ruching in the front and a zipper that extends to the hem. The cut and zipper makes this piece modern and sleek, while the ruching and the floral print of the jersey makes it soft and girly; the perfect combo for any young woman, east or west coast. A cotton tank compliments the skirt with its simplicity, yet the zipper up the tank's back gives it an edge that makes the outfit truly unique while tying the two pieces together. A pair of fisherman's pants Bergstrom-Kendrick found in Indonesia was the catalyst for her designing a pair of killer shorts - to the knee denim with intricate pleating and a zipper that runs on the bias make a playful summer item that would suit a skater girl or a Main Street hipster. The zipper reappears in a relaxed cropped hoodie and a sensational canvas vest that has a more structured construction than the rest of her pieces. Her signature piece would be her scarves. Super cozy thick pieces of fleece are woven together with lace, leather, and fake fur, whatever tickles her fancy, making each scarf one of a kind.

Now that Bergstrom-Kendrick has graduated as one of The Art Institute of Vancouver's most celebrated designers, what is she going to do next? This hot ticket has landed herself an internship at Victoria Bartlett's VPL line in New York City. The chance of a lifetime. Recently she represented her design school at the Telio competition in Montreal where she took third place. The prize for that contest: a cash award and a pass to New York's Fashion Week where this promising designer gets tickets to all the runway shows. It looks as though The Big Apple is doing her best to lure Bergstrom-Kendrick away from Vancouver but that's no easy feat. She originally came here from Sweden to be a ski bum. Yes, she is one of the many imports shredding our mountains in the search of sweet powder and awesome lines, so the thought of putting down roots in New York's concrete jungle isn't too appealing to this North Shore nature lover.

Right now Bergstrom-Kendrick is considering designing functional and fashionable outdoor gear. To bridge this task, she's designing bathing suits with her grad pal Jessica Goossen. That's a good thing, because if her suits are anything like her 80's inspired street ware, she could be making waves at the beach this summer. To find out more about Bergstrom-Kendrick, you can visit her website at www.ibek.ca.

For more information on The Art Institute of Vancouver's Fashion Design program go to <http://www.artinstitutes.edu/vancouver/>.