Territory rig

GRAND DESIGNS Art meets fashion in custom collaborations that have seen artists team up with fashion labels to produce iconic items

GEORGINA MURPHY FASHION

E lip flops, thongs or double pluggers; call them what you like, the fact is, they are prized footwear in the land of warmer climates.

And it’s not just Territorians who’ve taken note. The humble thong has become the beacon of hope for our natural wonder of the world, the Great Barrier Reef.

Cult brand Havaianas has collaborated with Australian artist Ken Done for the cause, introducing a limited edition pair to raise awareness and funds for the Great Barrier Reef Foundation.

Ken Done, an Aussie icon of sorts himself, has created a wearable version of his vibrant masterpiece Barrier Reef Garden, which he painted in 1984. He owns the brilliantly coloured canvas, just like Carrie Bradshaw owned the high heel. Beyond the shoe for a good cause, partnerships between fashion houses and artists are just as on trend, but they’re not a new idea. One of the earliest modern day ranges was Yves Saint Laurent X Piet Mondrian in 1965.

After artists, labels and designers are targeting celebrities and influencers, typically those with a large social media audience, to co-design a capsule collection or a single item. The result? Two platforms for promotion and the tick of approval from the fashion gods.

Striping the paint right back, in 2013 Australian designer and celebrity favourite Josh Goot produced a T-shirt for paint brand Taubmans. The print was in Goot’s trademark swirl design using colours of the season. In Queensland, the AKIN Collection was a curation of indigenous artists and fashion designers to “create a retail-ready luxury fashion label”.

At the other end of the scale, mass-fashion house H & M called on Jeff Koons to replicate his popular balloon dog onto black leather handbags. They sold at $499.5 — much more accessible than the original balloon artwork.

Sydney-based print house Karolina York’s Bronwyn Ferguson has her creative eyes on a collaboration with the artists at Merrepen Arts and she recently attended the Darwin Aboriginal Art Fair to further explore local talent and print trends. But its fellow Australian print princess Lisa Gorman who takes the collaboration cake. Her label is a wardrobe full of vibrant prints. A Syndey print house is keen to team up with them.

Territory-born Shona Underwood (left) is known locally for her stunning artworks that take elements from the beautiful outback — she spent the majority of her life growing up on stations in the NT — and mixes them with high fashion.

Shona is now taking her creativity a step further to join forces with Mirenese, an Australian cosmetics company. The collaboration has seen Shona create a stunning limited edition makeup collection called Strut by Shona. In this gorgeous range of makeup and brushes, all designed by Shona, you will first notice the beautiful colours and packaging dotted with Shona’s striking images.

Of course, with Shona’s talent with a paintbrush, we would expect nothing less than such eye-catching pieces.

I have just ordered more of the Shona-Art Tri-Contour V Face Sculpting Stick. These fabulous cream-based sticks cleverly combine three shades in one stick, so you can create naturally sculpted cheekbones in a couple of easy steps.

First, find the hollow of your cheekbone and apply a small amount, then blend to create the perfect contour.

I also love to blend this into the crease of my eye, to add shape. This wonderful contour stick has many uses and won’t cake on your skin when applied.

This collection is the first of many we will see from Shona and I think it’s important to support our local talent, especially one who has teamed up with a huge cosmetics brand — I have these products in my kit and will keep some as collector items.

This reminds me of when MAC collaborated with FAFI, a Parisian graffiti artist. I collected the products and still have them today.

I will be interviewing Shona next week to find out the inside scoop on designing your very own makeup collection, and will go in-depth with her on all her favourite products.

To see the full collection, which includes lipsticks, highlighters, powders, brushes and more, all decorated in Shone’s distinctive style, visit mirenese.com.

Buy online and 10 per cent is donated to Emerge, a charitable organisation that helps families suffering from domestic violence.

STRUT YOUR STUFF A Territory artist has teamed up with a cosmetics company and we can reap the benefits

One of the most famous collaborations around, Piet Mondrian’s art turned into Yves Saint Laurent dresses.

One of their latest designs is a limited edition pair of shoes to raise funds for the Barrier Reef Foundation.

Former Marrapen Arts CEO Lizzy Bot with one of their famous prints. A Syndey print house is keen to team up with them.