



ReFash mag, décembre 2013

Wearing toys – The Art of Anne Sophie Cochevelou

WEARING TOYS – THE ART OF ANNE SOPHIE COCHEVELOU



Picture by Simona Zemaityte

I was absolutely amazed as soon as I saw [Anne Sophie Cochevelou](#) 's designs for the first time on her blog. Then, reading about her approach to fashion and her way of designing confirmed even more that this women and her work needed to be featured in ReFash mag asap! Luckily today I am able to not only present you her art but to welcome Anne Sophie as our first seller from the UK. The young artist is a graduate of the MA in Performance Practice & Design at Central Saint Martins in London and creates amazing, surreal, out of this world fashion, costume and jewellery, which you can now buy on ReFash!:)



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Working mainly with found, used and unwanted materials Anne Sophie is the perfect ambassador of the ideas of up- and recycling paired with high artistic value and extraordinary aesthetics. She is particularly interested in the performative aspect of costume, and how clothing allows us to stage ourselves and to give information about who and about what we want people to think we are. Her bright, colorful, sculptural designs constantly cross the boundaries of costume and experiment proving that any object from everyday life can become a fashion accessory as anything can be stitched on to clothes. It's at thrift stores, flea markets or simply on the street, where Anne Sophie discovers the creative potential of all sorts of objects and things believing that everything can be worn.

"I like to give second life to old objects and divert them from their original function. With my creations I would like to foster peoples' creativity and make them proud of themselves in feeling unique, original and different."



"In my creations, i'm using a lots of toys, as a common reference from the collective imagery, a reminder of childhood that everybody shares in every country. Because Barbies and Lego are "iconic" games, people feel really emotional about my creations. It is always a way to engage conversation and to create social links."