



BAD MUSIC FOR GOOD PEOPLE

by Silvia Bombardini

A question mark, big and bold in the relative section of his website, welcomes those who might be wondering about the mind behind the brand. A certain area of mystery, of privacy, and naturally, of curiosity is thereby created. Who is Josh Reim, we muse, and where do I buy his clothes? Well, for the time being, pieces from his FW14 collection can be found on the Schuhtütehemd temporary online shop, alphabetically sandwiched between Issey Miyake and Junya Watanabe. As for his bio, one thing we know for sure is that he's very, very young: younger than Tamagotchi and Buzz Lightyear. He's even younger than eBay. So much so, that he's got early memories of his dad driving him around town in Montréal, to the beat of Gorillaz playing loud on the radio. Which is, most likely, most often a plus in terms of freshness and flare, but in an industry as fussy as fashion can be, being a teenager may also mean that one needs to struggle a bit in order to be taken seriously. When I ask Josh about it, however, it doesn't seem to be an issue at all: "I haven't met anyone yet who looked down on me because of my age," he says. "It's actually the opposite. A lot of people respect what I'm doing at such a young age and many want to help and give me advice." Fine, they're Canadians. Particularly unfazed by it, as they traditionally tend to be, was for one the team at *VICE*, who recently featured some of Josh's clothing in a short film by Jessica Lee Gagné,

sexily shot in lo-fi webcam style and suitably titled *Coming of Age*. A self-taught designer since he graduated high school last year, Josh considers his line more like "a massive art project rather than a clothing brand." A distilled echo of childhood, the comfort fashion of the early noughties, retro but recent enough to make most of us Gen Y'ers mellow with memories: already in his second season, a recurrent system of references can be noticed to inform Josh's work, and in these golden days of normcore we're all the more receptive to the joys of polar fleece and sandals with socks. Looking at his lookbooks, we find boys for spring and girls for winter, although that rainbow embroidery claiming **MENSWEAR!** in capital letters on one milky blouse may well confuse. "It's menswear," he tells me, "but that means nothing in today's day and age, except for sizing. I designed FW14 with the human in mind. I decided to have women model it because it just felt right." And if we wonder as to what will come next, we should keep an eye on his Instagram profile, where a picture of crumpled paper with "SS15?" hastily written on it, keeps for now the suspense in place. Exciting updates, Josh has promised, are sure to follow soon.

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