

"They can't be flimsy things."

UPSTART FASHIONISTAS BLOOD AND GUTS TAKE A PUNK ROCK APPROACH TO CLOTHING DESIGN.

What do you get when you cross post-technological nightmare-theory with a love of classic lines and well-made vintage cloth-

ing? Blood & Guts, a 10-month strong clothing line created by K&S Wince and Kathleen Wise.

Based out of San Diego, Wince and Wise have combined their talents for art, pattern-making, and sewing to produce skirts, purses, T-shirts, corsets, and jackets slashed with bright colors and vivid, jagged drawings. Pursues drip with reds and yellows, screaming figures, and pulsating lines. This is high fashion with a relatively low price and it's all sweat-shop-free.

"It's a way of making a statement," says Wince. "You look at fashion magazines, at pictures of people on a runway, and what does it really say when someone's on a runway wearing a huge Victorian skirt and they have six-inch bands of yellow eye makeup and their hair is green and it's sticking up?"

Well, that looks crazy and cool, but I think we want to say something a little bit more."

And the two women do. Creating clothes that are both extreme in design but wearable for the average woman is a goal that they both share.

"Wearability is a big influence," explains Wise. "Real clothes that you can pull out of your closet and actually do something in. For K&S, being on tour, they need to be clothes she can wear on tour. They can't be flimsy things."

The two women were close friends previous to establishing the clothing line. Wise' husband Dan is the guitarist player for Kill Me Tomorrow, the melodically

spasmodic band fronted by bass player K&S along with drummer/singer Zack Wentz. After working together making samples at a Halloween costume shop, Wise and Wince decided to start their own business.

"We were making clothes for ourselves and we did screenprinting in a class. We had the idea to make clothes for other people after getting a lot of compliments on things we had made," remembers Wise.

The pair also had an affinity for vintage clothes, but wanted to make it "more modern" and accessible for everyday use. "How many dresses can you find in the store—even if you had an unlimited budget—that still look nice and original but you would want to wear to work? We are driven to

do stuff because of the lack of it," says Wise.

Coupled with their quest for easy-going clothes is an artistic vision of melding pretty clothing with darker images.

"I like taking the '50s elements of the housewife who looks perfect, then putting a silkscreen over it of people fighting, stabbing and blood. Bringing the two ideas together—I think that women still struggle with that. I know I do," Wince says.

The Blood and Guts summer line which includes button-down shirts emblazoned with drawings of floating priest heads. The inspiration for such dark imagery arose from Wince's fascination with the Catholic Church controversies of recent years.

"I hear about the horri-

ble things that happen and I can't just turn away and not think about them," she declares. "I need to do something with that energy because otherwise I don't want to leave the house. It really can eat you up inside. Our work is a way to channel that and make something positive, that people are going to put on, feel good and enjoy looking at."

—Leilani Clark

Contact info and to order clothing:
www.houseofbloodandguts.com

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