

Inside Fashion

Midwest Fashion Revolution

By DANIELLE GILLUM

There are a few things you should know about 30-year-old Berny Martin. He admires Giorgio Armani, explains that he's confident...not cocky, and is the creative mind behind Catou (pronounced ka-too) Couture.

I might add he's also somewhat of an introvert except when it comes to his designs and enthusiasm for the industry.

He prefers to stay in the background. "It's not about me. I work best in my level of comfort. I have models for that," Martin reveals that the clothing represents his life experiences. It is a form of expressing himself.

The Port au Prince, Haiti native is brewing a quiet revolution in the heart of Indianapolis that has everyone talking.

Growing up in the Caribbean and Brooklyn, N.Y., he admittedly shares that he didn't really know what he was getting himself into after he accepted his computer science degree from Purdue and decided to continue his education at the Fashion Institute of Technology (F.I.T.) in Manhattan.

Martin correlates the challenges of fashion and computers. "You're always dissecting things in order to find the elements that are going to make the design work."

Nonetheless, Berny's family supported his decision. He knew he loved fashion enough to stick with it. "Nobody can really teach you to be a designer. So therefore, I leave it to the public to judge," he said.

The idea of hosting Midwest Fashion Week originated from previous self-produced shows and other designers from the Midwest desiring to join the program. "I thought it would be a good thing to bring fashion to Indianapolis," he said.

Martin's goal is to convey the essence of New York's fashion week twice a year and expand the event for an entire week to showcase designers from the entire region. "I hope convince the locals that you don't have to go to New York to experience real fashion." Argentinean designer Gaby also will present her collection of distinctive eveningwear. Berny humbly reflected upon one of his earliest presentations where hardly anyone showed up, yet he embraced that experience as a young designer.

He and Gaby are presenting a show that is very culturally diverse. "I'm just having fun with the line for now."

His advice to young people interested in working in the fashion industry: "Be willing to work! If you don't love it...if you're a person who likes sleep. It's not the job for you...love comes first."

Midwest Fashion Week

Thursday, October 5, 2006

Madame Walker Theatre

617 Indiana Avenue

Indianapolis, IN 46202

Catou Couture

P.O. Box 27484

Indianapolis, IN 46224

1-877-CATOU-03

www.catoucouture.com

7 p.m. V.I.P. Preview

V.I.P. Admission \$75 per person and \$100 for two.

9 p.m. Midwest Fashion Show

Advance purchase or with college I.D. \$7
Purchased at the door \$10

Riley Children's Foundation & Ambassadors
for Children to receive partial proceeds from
the show.

For more information: www.MidwestFashionWeek.com
or call 1-(877) 228-6803

"I guess unless there isn't life anymore, then therefore there won't be any more design, but anything inspires me. I mean from the way a piece of metal falls on the floor to the raindrops. Anything."

