tibi

NEW YORK

TIBI BACKGROUND

OUR STORY

Amy Smilovic, fashion designer and entrepreneur, started Tibi 15 years ago in Hong Kong, after she and her husband relocated to Asia from New York. Borne from her childhood days of watching her artist father paint, Amy's creative energy found a new home in the fabric markets of Hong Kong. Soon, Amy's sketches and fabric selections transformed into a contemporary clothing line warmly embraced by the expatriate community.

From its first collection of four styles in 1997 to its current portfolio of 11 ready-to-wear collections a year, Tibi has strived, from the start, to make it easy for women to look confident and effortlessly polished. Each season, the collection is inspired by the character of the modern woman. Tibi delivers key elements of a versatile wardrobe: clean and relaxed separates and iconic pieces that express a unique design perspective on the season.

Amy Smilovic
Founder and creative director, Tibi

OUR AESTHETIC

SPRING 2014

PRE-FALL 2014

FALL 2014

RESORT 2014

Women come to Tibi for clean, relaxed, and modern clothing that helps achieve feminine dressing with opportune edginess. The color palette, print selection, and fabric choices are vigorously evaluated to ensure that we produce high quality pieces that resonate with our design vision.

THE TIBI WOMAN

"I believe women should dress in a way that is effortless but polished. I love seeing someone's personality come to life through their wardrobe choices. Contradictions in those choices also make my job especially interesting: youthful and sophisticated, masculine and feminine, bold and muted.

I now design for myself more than ever; I want to wear every piece in the collection."

-Amy Smilovic

Hanneli Mustaparta

Sarah Rutson

Joanna Hillman

Marion Cotillard

Diane Kruger

Eva Chen

RESORT 2014 COLLECTION

The Tibi Resort 2015 collection re-imagines uniform work-wear into feminine silhouettes, with the buy-now-wear-now spirit. Inspired by the sailor uniform, the collection's plaited sweaters, classic coats, and wide-leg slouchy trousers showcase some of the most defining elements of the classic mariner look: stripes, mariner knots, gritty tattoo-inspired prints, toggles, roping and metal grommets. This season's palette focuses on black, white, navy and tan highlighted with saturated hues of cerulean blue and underwater green.

In this ode to the sailor, Tibi celebrates a way of life articulated through the re-interpretation of a uniform, one that is functional and wearable and underpinned by a distinct aesthetic identity.

FALL 2014 COLLECTION

The Tibi Fall 2014 collection tells of the unlikely, provocative intersection of the pastoral and the urban.

Through a Magritte-esque play with reality and illusion, the collection creates a world where nature and city, the soft and the austere, can co-exist.

Against a backdrop of a serene palette of grey, sky blue, black, and cream, the collection infuses a gritty energy into classic pieces like a long boucle and felted wool coat and oversized mohair cardigans. The clean, sharp lines of the hat brims contrast with the coziness and fluidity of the clothing.

TIBI STREET STYLE

Athena Calderone

Camille Over the Rainbow

Columbine Smille

Elena Perminova

TIBI PRESS

INDUSTRY ACKNOWLEDGEMENT

“All in all, Smilovic continues to lead the contemporary conversation with cool, wearable collections like this..“ Style.com

“A smart translation of Amish chic, this was a very strong collection.” WWD

”But Smilovic is a wry and thoughtful dresser who specialises in coming at fashion from unexpected angles.” Telegraph

“ I love the [Tibi] show — I think everyone does, mostly because designer Amy Smilovic is a master at creating wearable clothes that feel in the moment and cool.” ManRepeller

“By merging crisp, oversize prints, lush fabrics (leather, cutout lace, silk) and girl-meets-boy silhouettes, Smilovic is turning out styles at once feminine and genuinely forward-feeling. “ The Washington Post

“For 15 years the brand has put an emphasis on creating modern and luxurious pieces with an inimitable ease. Designer Amy Smilovic's collections are noteworthy season after season, and S/S 13 is no exception.” Who What Wear

“I like Tibi's price points. Terrific clothes and very accessible .” Bryan Boy

RECENT PRESS

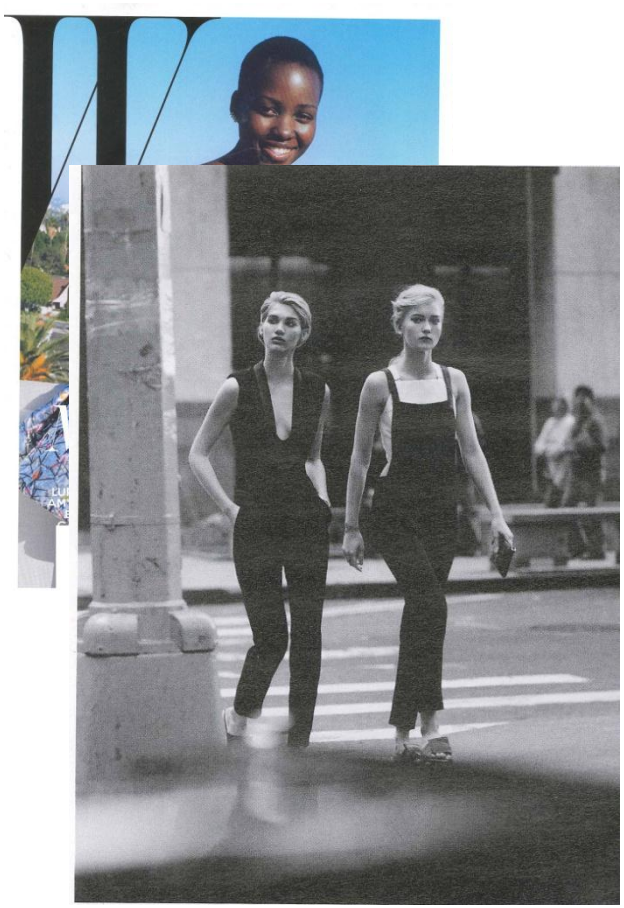
Harper's Bazaar, 2014

Marie Claire, 2014

Net-A-Porter, 2014

RECENT PRESS

Harper's Bazaar, 2014



W Magazine, 2014

Marie Claire, 2014

RECENT PRESS

THE WALL STREET JOURNAL.

D6 | Thursday, April 24, 2014 THE WALL STREET JOURNAL.

STYLE & TRAVEL

How to Wear New Peekaboo Looks, Tastefully

TRICKS OF THE TRADE:
Amy Smilovic
Founder of Tibi

By Cheryl Lu-Lien Tan

Peekaboo details such as eye-catching cutouts, cropped tops, lace and see-through mesh are front and center in fashion this spring—a slightly risqué look that can be tricky to pull off.

But Amy Smilovic, founder and chief executive officer of the clothing label Tibi, says there are many ways to wear the new peekaboo looks without exposing too much or evoking vintage Madonna.

Cutouts that exposed the midriff were all over the spring runways. With looser clothing silhouettes, "you're starting to see skin in certain places," says Ms. Smilovic, whose label's clothing and shoes are sold in high-end retailers including Neiman Marcus and Saks Fifth Avenue.

Designers showed several ways to pull off the look, she says. Proenza Schouler, for example, showed an X-shaped wrap top that left a little triangle of midriff exposed where the X touched a high-waisted skirt. Alexander Wang left open the lower buttons of blousy pajama-style tops, letting the opening reveal a swath of skin. The latter is a "younger, tougher way" to do the trend, Ms. Smilovic says, noting: "You should make sure you're doing your sit-ups to pull that off."

Cropped tops and short bustiers are in style as well, and Ms. Smilovic says they can work for many ages. "For someone older, for an event, they could wear a cropped top with a high-waisted full skirt and a blazer over it," she says. A younger person might wear the same outfit with a bustier instead of the top. Cropped tops are easiest to wear when they're one length; ones that are shorter in front and longer in back can be tricky to pair with pants and skirts, she adds.

Ms. Smilovic cautions against flashing skin in too many spots. "It's definitely one per outfit, please," she says, noting "the rule of opposites," which she explains: "If you're going short and cropped on top, the modern way to wear it is with a long culotte pant or a full skirt or longer pleated skirt. ... If you wear a short cropped top with a mini skirt, that's when the look becomes very literal 90s, very literal Madonna."

Showing some skin doesn't mean the look can't be polished. "A cropped top is great with a really extreme wide-legged pant or a high-waisted skinny jean and a blazer," Ms. Smilovic says.

While skin-baring looks may not go over well in many offices, fashion-forward cropped tops can go to work if you layer them, she says. "If you've got a little white leather cropped top, put it over a gray shirt and a black jeans, and it becomes a color-blocking thing," she says.

When wearing these looks, it is important to know your body type, Ms. Smilovic says. For instance, a woman with a plump belly could pair a cropped top with full skirts that "hit above the belly button range," she says. "I love my shoulders, so that's what I show off," she adds.

See-through mesh detailing also can create a stylish peekaboo effect. Ms. Smilovic likes mesh as a sporty look, or in pieces that feature a solid bustier layered on top of mesh. "Around the neckline it gives some transparency," she says—a "very slimming" look for women with larger chests.

With mesh tops, Ms. Smilovic likes to keep the overall outfit "a little eased out" and effortless. "I would definitely pair it with a pair of slouchy wide-leg culottes or slouchy shorts, or skinny jeans and Birkenstocks," she says. "A mesh skirt combined with a mesh top —it's a little too aggressive."

Lace can offer a different kind of peekaboo look. Ms. Smilovic particularly likes it in feminine skirts, saying one of her favorite pieces this season is a three-quarter-length lace skirt that has a miniskirt-length lining underneath. "It's a really chic way to wear a miniskirt," she says, noting that the diaphanous length shows off some leg underneath. She has paired it with a T-shirt and gladiator sandals, or alternatively, with a matching lace sweatshirt, and says it could also be dressed up with a silk racerback tank.

With looks that have cutouts or exposed midriffs, Ms. Smilovic says the fabric is important. Cottons are more modern than satin-like fabrics. "Doing it in burlap, cotton or linen feels like a much newer update," she says.

"When it gets too sexy, it feels not current," she notes. "Pairing a cropped top with skin-tight lower pants ... it's like, OK, I know you've been working out, but that's just too much information. I think it looks classier, cool and more modern to ease it up."

Amy Smilovic, of Tibi, above, says looks that show some skin, such as a cropped top, above and top right, or see-through detailing, right, can still be polished. To keep the look modern, she likes to pair a cropped top with longer skirts or pants.

How You Know Her

- Chief executive officer of Tibi, which she founded in Hong Kong in 1997 when her husband was transferred to Asia. The company is now based in New York City.
- Tibi clothing and shoes are sold in more than 600 international locations, including Neiman Marcus, Saks Fifth Avenue and Harvey Nichols.

Wall Street Journal, 2014

W Magazine, 2013

RECENT PRESS

Harper's Bazaar, 2014

WWD, 2013

New York Times, 2013

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Elle, 2014

Elle, 2014

W Magazine, 2014

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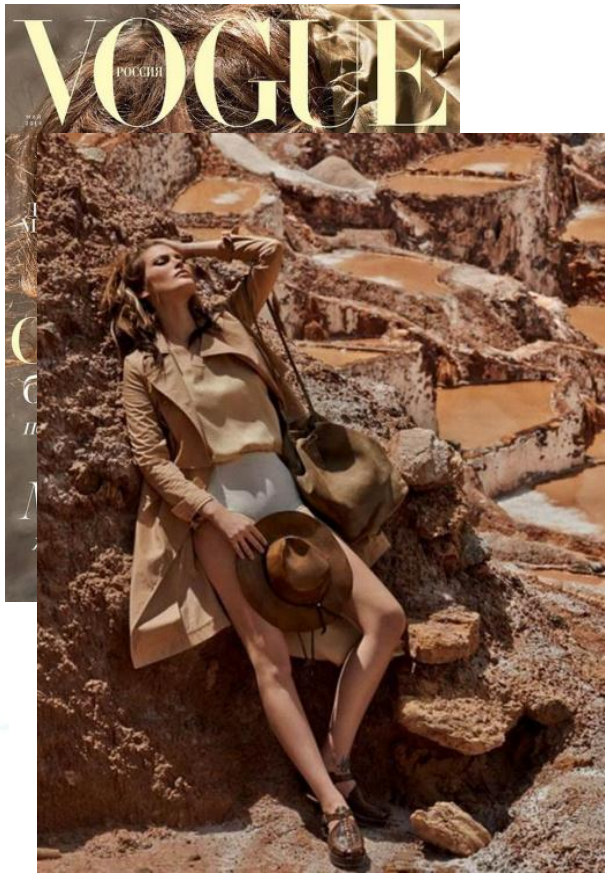
InStyle UK, 2014



Vogue Russia, 2014

InStyle Germany, 2014

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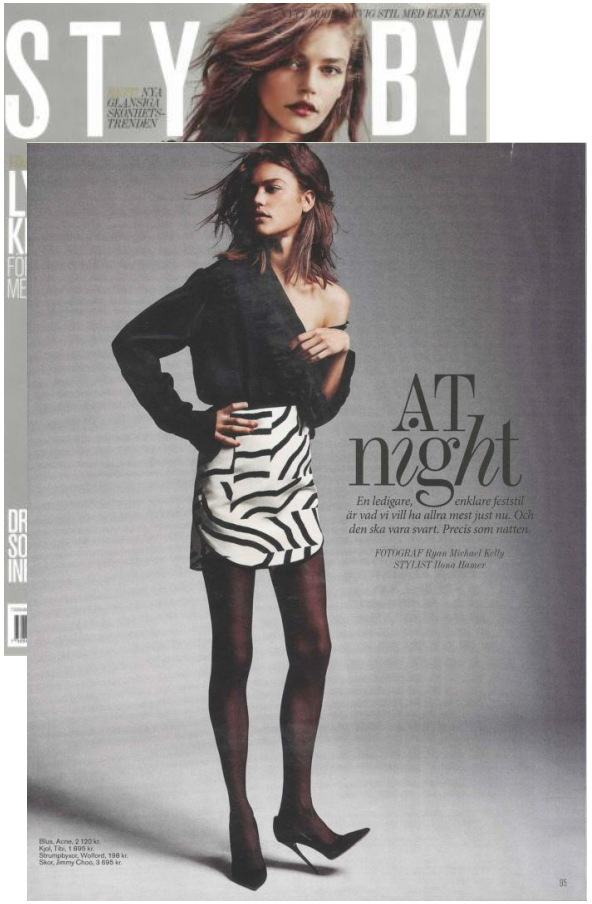
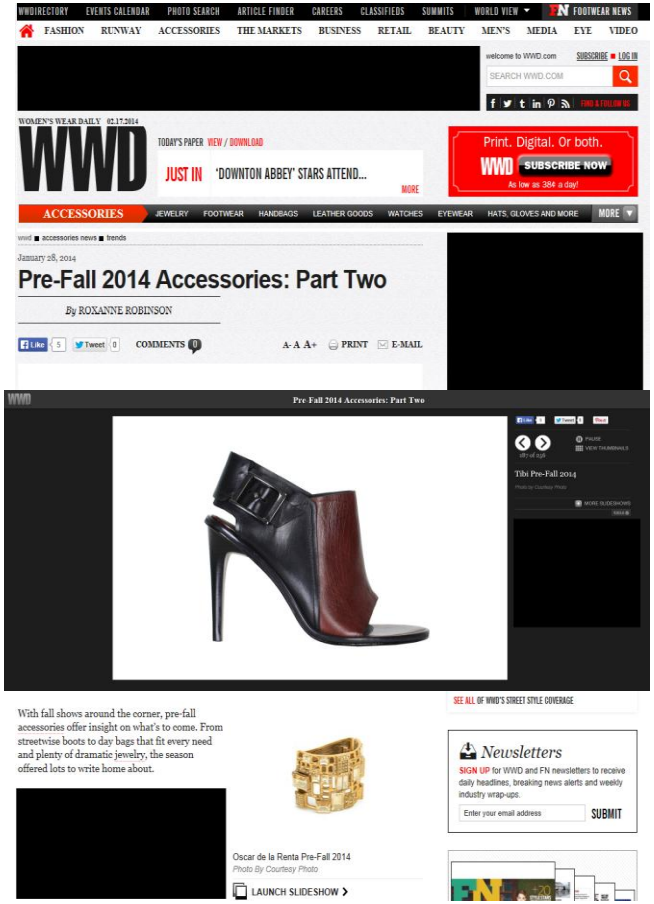
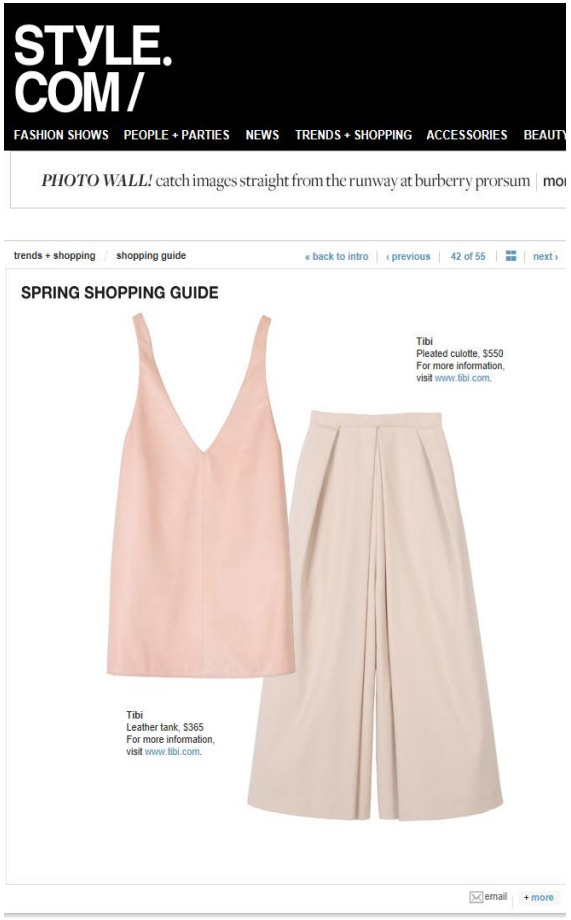


StyleBy, 2014



WWD.com , 2014



Style.com, 2014

RECENT PRESS

Lucky, 2013

Harper's Bazaar, 2013

WWD, 2013

RECENT PRESS

Flare Canada, 2013

Marie Claire, 2013

Vogue, 2013

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