



# Classic Lines

photography by Sean Francis Martin

As a fine arts student, Dean Hutchinson dreamed about a career in fashion design. Today he's got his own label and an upscale store in San Francisco. Not bad for a Saskatoon boy.

Dean Hutchinson confides the secret to his success. "I pride myself on being able to notice trends, to say, 'this is a moment.' And to respond to that."

In fashion design, being able to spot a trend early is often the difference between long-term success and early flame-out. Thanks to his ability to see what's on the horizon, and a knack for knowing his





## Our Model: Tanja Reichert

At 5'5", Tanja Reichert is not your stereotypical model. But then, this 25-year old blonde isn't a model - she's an actress. She's also a fitness buff who loves snowboarding, hiking, Starbucks coffee, Sarah McLachlan and Miles Davis, ice cream, sushi, smoothies and men who wear good shoes.

A recent transplant to LA from Vancouver, Reichert is making a name for herself in the movies. Her latest venture is the horror slasher spoof Club Dread. She's also had parts in Legally Blonde 2 with Reese Witherspoon, Head Over Heels with Freddie Prinze Jr. and Scary Movie with the Wayans brothers.

Reichert has been building her acting resume since 1996. She followed up a guest spot on television's Poltergeist: The Legacy with roles on a variety of series filmed in Vancouver and Toronto, including Breaker High, The Net, Beggars & Choosers, 2Gether and Millennium. She landed a break-through recurring role on Relic Hunter in 2001-2002, and recently took another step forward with appearances on CSI Miami and The Chris Isaak Show. In a town with more than its fair share of blonde beauties, Reichert is in demand.



market, Hutchinson has built an enviable career in one of the world's most intensely competitive fields.

The ink wasn't even dry on his University of Saskatchewan Fine Arts degree when he headed south to Los Angeles in the early 1980s. He planned on staying a year, soaking up everything he could about the industry in a city where fashion was being redefined almost every day.

He returned home, briefly, before moving to Toronto in 1985 to officially launch his career. "In order to do what I wanted to do in Canada, I had to be

in a big market. At that time, Toronto was really a centre of fashion, and there was a lot happening to promote the industry in the city. And for me, it turned out to be the right place at the right time."

Hutchinson went straight to work. In 1986, he started wholesaling his designs. By 1992, he had created an entire collection and a network of representatives across North America were working to get his clothes into stores, everything from small boutiques to high-end department stores. That same year, another door opened on a whole new market.

"I got an opportunity to open my own store in San Francisco," he says. "It was a really good opportunity. I just felt that it was the direction to go. So we closed down the wholesale end of things and concentrated on building a vertical business line - design, manufacture and retail."

Hutchinson moved state-side in 1996 to get a better feel for the southern California market. He had a second store in LA for a time, but when he saw the trend shifting towards a younger, trendier, more disposal fashion ethic, he closed the outlet and focussed on his San Fran store.

"I know my clients, they're anywhere from their mid-30's to their 60's. They want to look good; they do not want to look missy. My clothes are classic, basic but with good architectural lines, good fit and detail.

"I know how to make good clothes. My designs are built on beautiful architecture (another of his signatures). I have the ability, once I've built this foundation, to distort it. My inspiration comes from the human form, both physical and non-physical. I really like tapping into that energy that women have. I've had women tell me they feel powerful when they put on my clothes. You feel good wearing them. It's an intangible thing, but a big part of my creative process."

Dean Hutchinson (Design) Inc. designs and manufactures clothing in Toronto and retails them through the San Francisco store. 🐾



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