



CO. OF UNORGANIZED PEOPLE

After a few years at TSE as a technical designer, Belo-Russian-born Aliona Yurtsevich launched her own company, Co. of Unorganized People in 1999 and was immediately recognized as the avant-garde matron of the knitting needles. Proving that subversive fashion and wearability are not mutually exclusive elements of design, this year's Co. UP line manages to combine bizarre elements like shoulders adorned with bubbly piles of knit and large diagonal cut-outs with the sort of cozy hand-knit fare you'd expect your grandma to present you with at Christmas. Color and texture are the central elements of this year's line, and with a palette that runs the gamut from stark white to rust red, Aliona has created a sort of hybrid of

texture and hue that could only work with the perfectly placed, and yet totally random, embellishments of her knits.

In addition to Yurtsevich's creative design vision is her unique take on the traditional fashion show—her Fall 2001 collection, rooted in the concept that "raw emotion is the basis of our visual being," was shown on wandering models who seated themselves about the room, staging vignettes with other models. If the past two years are any indication, we can expect to see CoUP's vision invading pullovers and cardigans the world over, "offering a solution to the monotony that invades fashion today." **Amy Westervelt**