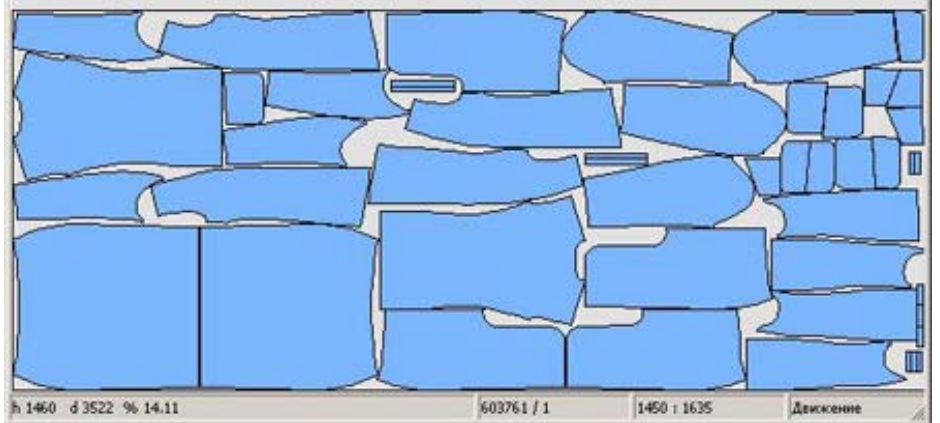


Fashionmark Solutions & Diane Kennedy Eco-Boutique Fashion

#301-343 Railway Street

Ever wonder why some garments fit like a glove and others bunch up and show off the wrong bits? The key to a proper fit is an experienced pattern maker. **Fashionmark Solutions** on Railway has been in the business of fit for over 13 years, assisting their clients from sketch through pattern, grading, markers and specification.

Fashionmark can assist at any point in the pattern making process. But from start to finish there are a few basic steps: pattern making (sample below), grading (sizing), marker making and specification sheets. Owner **Diane Kennedy** notes it can take over 6 months from sketch to sales rack, and that's if there are no surprises. Fashionmark also helps with fabric yield so that the client gets the most out of their bolt, minimizing waste and increasing value.



Driven by a lifelong interest in fashion and design, Kennedy first looked into perusing fashion design in grade nine. In 2007 she launched a line of bamboo separates under her own name. She started the line because she was unsatisfied with the options available to plus size women, noting that none of her customers were designing for the demographic. "It's a huge market, 62% of the US population is over a size 16," explained Kennedy, "I realized who better to create a proper fitting line than a pattern maker?"

It proved to be an under served market; already the line is established in boutiques across Canada and the US. And due to popular demand the line is now available in sizes small through 3X. The secret to well fitted plus size garments goes back to the pattern. Many other companies develop their sizing from a sample size which falls around 4-6, instead of a plus size. Kennedy creates a separate pattern for each size range, ensuring a perfect fit.

As a strong advocate for supporting local jobs and manufacturing in Canada, Kennedy ensures her line is made locally in East Vancouver with premium Canadian knit fabric made from 100% Certified Organic bamboo fibers.



Stop by #301 -343 Railway during the East Side Culture Crawl to meet Diane

www.fashionmark.com
www.dianekennedy.ca

**garments were shot by Strathcona photographer Zenaida Kwong*