



playful. visionary. supercute™.

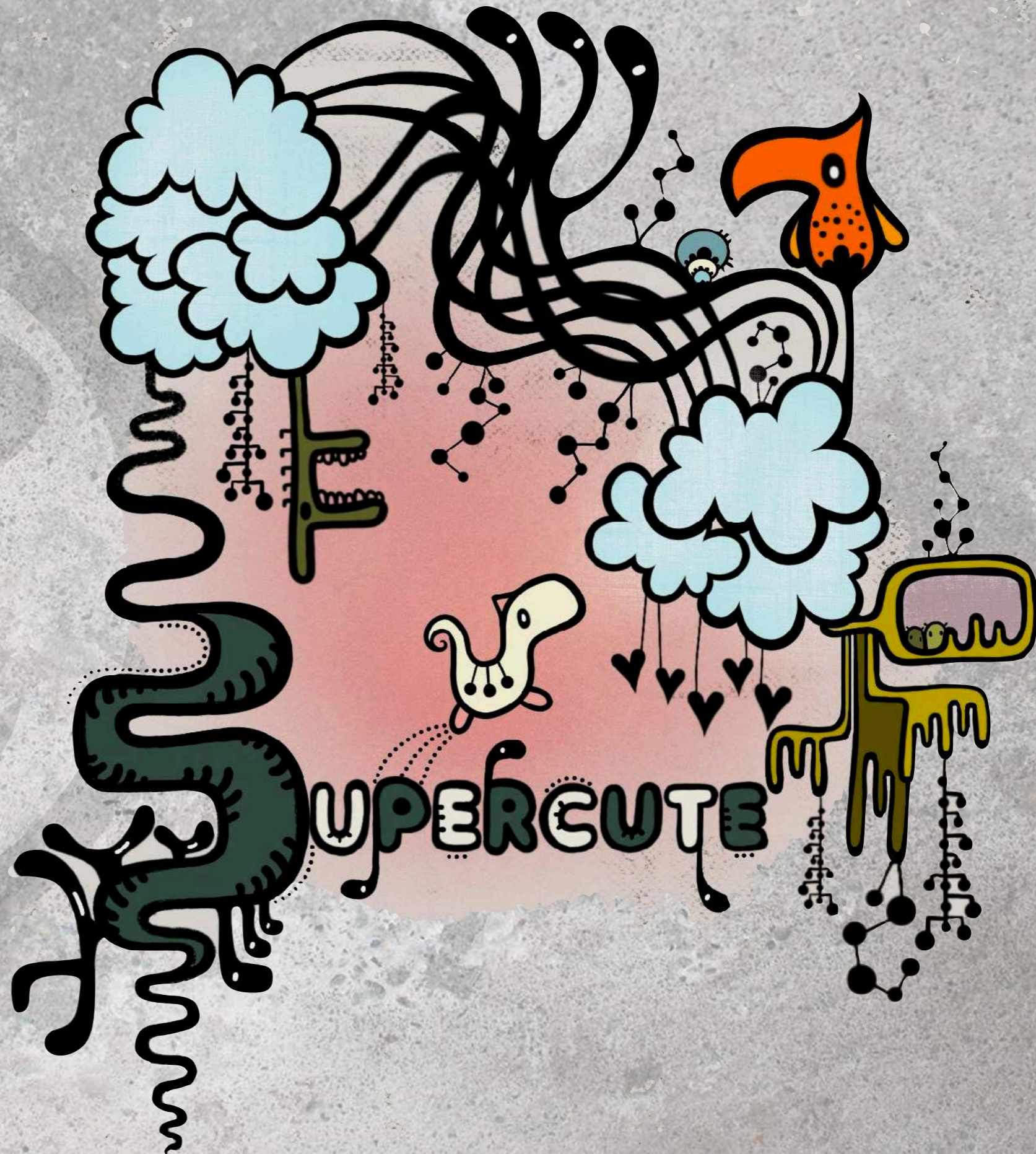
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CUTE | KYŌOT |

ADJECTIVE

1. ATTRACTIVE, ESP. IN
A DAINTY WAY;
PLEASINGLY PRETTY
2. AFFECTEDLY OR
MINCINGLY PRETTY
OR CLEVER; PRECIOUS
3. MENTALLY KEEN;
CLEVER; SHREWD



ADDING POSITIVE
ENERGY & SOUL TO
UNIQUE HOME
FASHION,
STREETWEAR &
LIFESTYLE PRODUCTS.



it was all a dream



UPCYCLED AND REMIXED TEXTILES

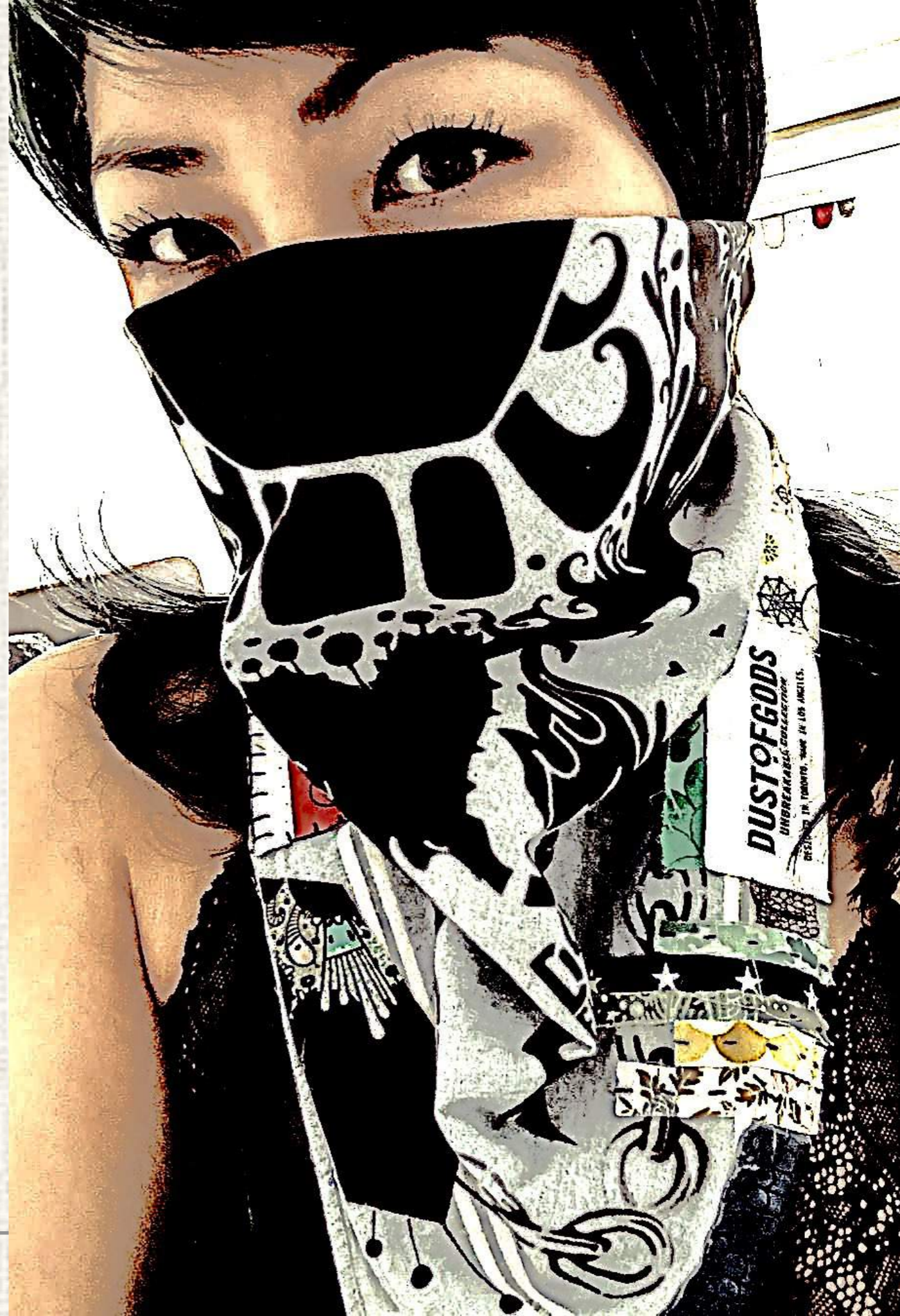
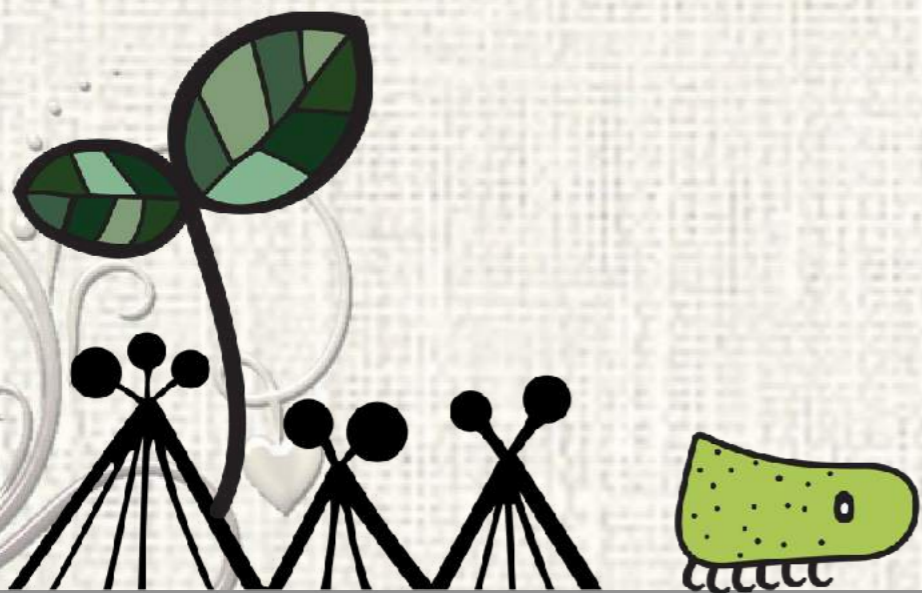




CATCHOO IS A SUPPORTER OF THE
UPCYCLING MOVEMENT & LOVES
REMIXING VINTAGE AND MODERN
MATERIALS.

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"SEWING HAS ALWAYS BEEN A PASSION AS BOTH MY GRANDMOTHERS WERE MASTER SEAMSTRESSES. REMIXING VINTAGE AND MODERN FABRICS FEELS ECCENTRIC AND LIBERATING...TO RIP THROUGH OLD, USED FABRICS AND CREATE SOMETHING NEW. I FIND IT DIFFICULT TO THROW AWAY EVEN THE SMALLEST SCRAPS AS I OFTEN FIND A WAY TO WORK THEM INTO THE SMALLEST DETAILS."





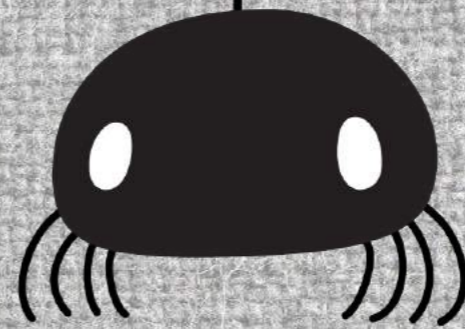
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FRESH DESIGNS FOR THE STREET







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The background is a traditional Chinese ink wash painting of a peacock. The peacock's head is on the left, facing right, with a pinkish-red crest. Its body is dark, and its tail feathers are large and fan-like, with intricate patterns in shades of green, yellow, and brown. The background of the painting is a light, textured wash. In the upper right corner, there is a vertical inscription in Chinese characters: 谷风得意 (Gufeng deyi).

"MY WORK TRIES TO TAKE IN ALL THE INTERACTIONS, INFORMATION AND INSPIRATIONS THAT SURROUND ME AND I INTERWEAVE THEM TO FORM STORIES. THE NARRATIVE IS VISUALLY TOLD BY SIMPLE AND PURE CHARACTERS OFTEN IN MUTI-LAYERED SURROUNDINGS."

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CATCHOO EMBRACES TEXTILE ART, FUNCTIONAL
DESIGN AND QUALITY ECO-FRIENDLY PRODUCTS.



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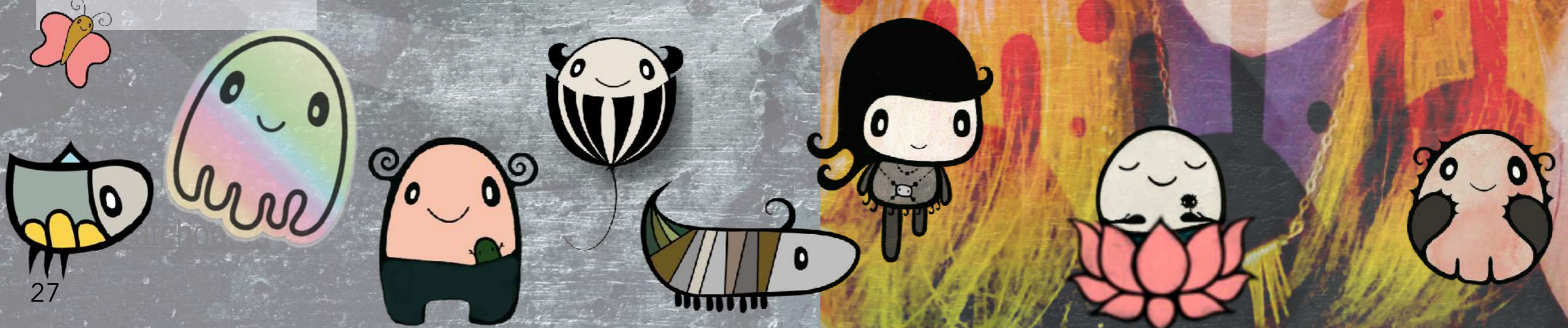


Catchoo is an artist, designer, illustrator, influencer and obsessive sticker collector. Her work effortlessly crosses genre, style and format, often fusing pixels, paper, needles and fabric and melding it together with influences from the worlds of pop art, kawaii and fashion. Her first book *Mind Snugglers* was named Best Bedtime Storybook of 2018 by Today's Parent Magazine. *Mind Snugglers* wove principles of mindfulness into a simple narrative about a motley squad of lovable characters as they get ready to go to sleep. The hardcover picture book was self-published and sold at retail and online in both Canada and the US. *Mind Snugglers* recently sold out of its first printing.'

Catchoo created the concept of SUPERCUTE™ to describe the approach she takes to her art practice: the pursuit of deeper meaning and purpose through the eyes of quirky, fun, whimsical creatures and the terrain of richly textured yet accessible and approachable story worlds. A crucial part of Catchoo's mission is to help bring light to challenging issues and to take stands on meaningful principles. Catchoo embraces one love and love for all.

As a tastemaker and curator, Catchoo has in a short time attracted a social media following of almost 275,000 on Pinterest.

Catchoo is currently developing several new story universes and developing partnerships and collaborations to help bring them to life in new ways. She is especially interested in the use of emerging technologies like XR to enable dynamic and responsive narrative experiences. She is also fascinated by the potential fusion of fashion, art and play to innovate social interactivity and storytelling embedded into textiles and home fashion products. Catchoo would much rather be drawing than writing her own bio. Catchoo would rather be drawing than doing pretty much anything else in the world. She also loves stickers.



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HIGHNESS
Bespoke Business Ambassadors™