

MISSMi

By MIRIT WEISTOCK

Located in Jaffa's flea market near Tel Aviv, Mirit Weinstock's studio is a graceful oasis showing contemporary Israeli fashion which has transcended borders due to the designer's novel online venture.

Miss Mi originated as an international fashion project, presenting photographic self portraits of women from all over the world wearing Mirit Weinstock items. Initiated a year ago and shortly to be published, the project soon took life of its own, and now encompasses input of women from over 30 countries, resulting in new and unexpected situations.

The Israeli designer talked with TV about this project: "In the future, when people analyze what characterized the period we're living in today, they are likely to say that the most meaningful thing that happened was about the masses, rather than individuals. They will note how people broke free from their dependency on the establishment, and discovered a parallel and truly democratic system that is open to all. Now you can really do your own thing without depending on anyone's approval or support; you can express yourself, publish, and make a living".

Mirit located the first five participants on websites such as Flickr and Facebook. She was fascinated by their profiles on these social network websites, and in some cases, by their own websites. These women from diverse countries are united by a common factor of having a great sense of style. Weinstock contacted her favourites, proposing to send them a package of five garments, to be modeled in self-portraits expressing their own personal take on the garments. The photos are accompanied by a personal questionnaire, including links to the participant's own website, photo sharing websites she takes part in, or websites that inspire her. Every few days, the designer's website releases a new profile.

"What interests me is the girl's fantasy, or the way she views herself. Their interpretation of my fashion is fascinating to me. I take pleasure in seeing how each one is taking it to a place of her own. They often wear the garments in ways that I had not imagined when designing them, which is inspiring!"

Mirit asks the girls who have already contributed to become "ambassadors" in the city where they live; to spread the link to her website among their girlfriends, and pass on the garments to others who wish to take part in the project. In some cases they also recommend the collection, or connect the designer with boutiques who are interested in the clothes. For each aspect of their networking contributions, participants receive points, which can be used for discounts on purchases made through the designer's website. In cases of introducing a vendor, a percentage on profits is offered by the designer.

Today, with the experience gained during the preparations, the Israeli designer has a wider vision of the Miss Mi project, in which fashion is merely an excuse. She now defines it as "building a community of women from all over the world, a meeting place that revolves around creativity, a platform for discussion and exchange, and eventually a soundboard for collaborations, which are not necessarily about my fashion or fashion at all".

INTERVIEW: [TAL LANCMAN](#)
ARTICLE DESIGN: [THREE BEARS STUDIO](#); www.bears.co.il
MIRIT WEINSTOCK'S WEBSITE: www.miritweinstock.com

HOME GIRLS STORY REGISTER FASHION ARCHIVE

SEE MII GIRLS



Gloria Zelaya December 08

[see mi pictures ▶](#)

mi lady



Lee Kurzweil
December

[see mi pictures ▶](#)

mi lady



Nanako
December

[see mi pictures ▶](#)

mi lady



Johanna Ost
December

[see mi pictures ▶](#)

HOME GALLERY STORY REGISTER FASHION ARCHIVE DIALOG



SIRP

Name: Siri Isgren
Date of Birth: 4/26/1988
Profession: student
Country: Sweden

If you can have your "dream dinner" with someone, who would it be?

My grandfather, who died before I was born.

Who is your favorite artist?

I will never stop listening to Josh Rouse.

Every person is a color. What color are you?

Chestnut brown. (or rgb=161,127,154)

Last time you fell in love?

I fall in love every day. Boys, girls, beautiful things, whatever.

Define love:

Love is a subconscious, deep care for another person.

What film can you watch more than five times?

Coffe & Cigarettes.

What album is playing now in your stereo?

Iron & Wine - The creek drank the cradle.

Describe your favorite garment/accessories from your closet.

My sleezy manchester jeans for lazy days, and a big green, indian scarf I stole from my mother.



When the sun is shining in a north European morning, but you know it's freezing out there...

What is the weirdest/coolest comment you ever got on a flickr picture?

"Is that a suicidal, gigantic, yellow duck?"

What did you think when you got my first e mail regarding this project?

When you told me about the project when we met in Tel Aviv I thought it was such a genius idea. To be able to unite people (amateurs) from different countries around fashion is a great, progressive thing.

Why did you say yes?

It sounded like a lot of fun. I never really tried fashion photography before...

Please describe my collection in 3 words.

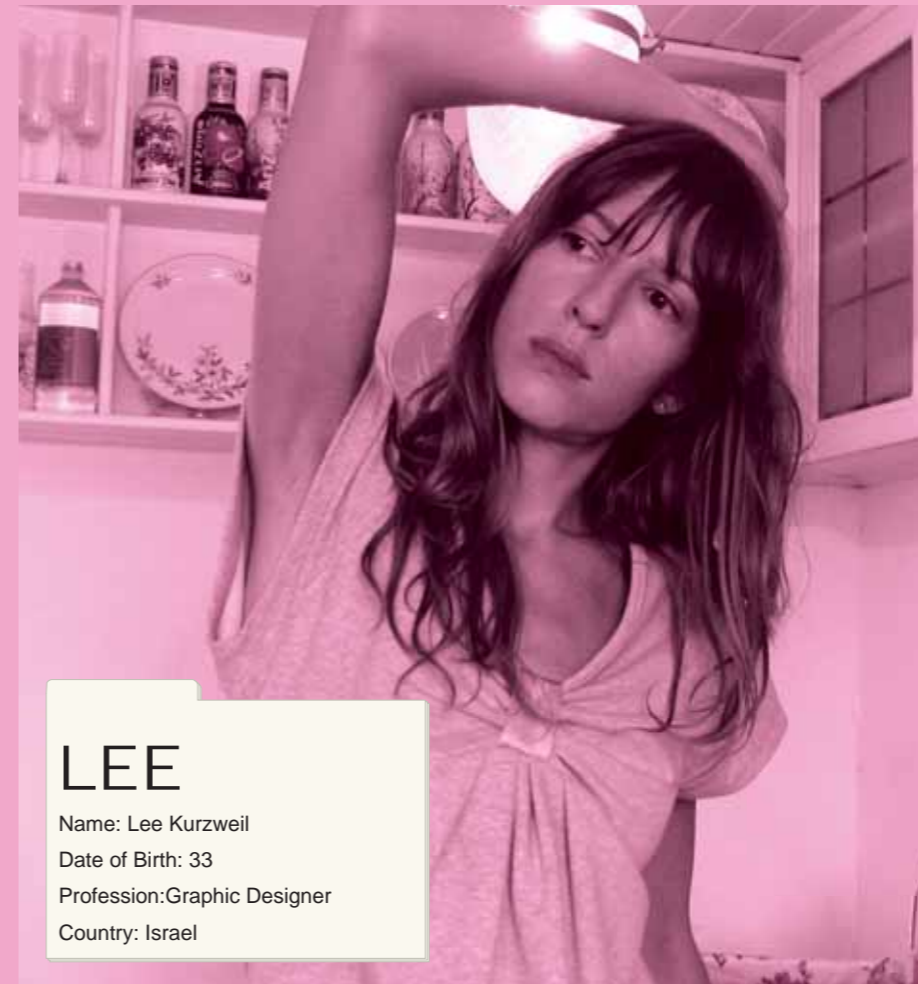
Girly, frail, classic.

In one sentence, what was your concept for this shooting?

I wanted to erase the boundaries between dream and reality using a simple and clean metaphorical language.

Do you think we will ever meet not on web...?

We already have.



LEE

Name: Lee Kurzweil
Date of Birth: 33
Profession: Graphic Designer
Country: Israel

If you can have your "dream dinner" with someone, who would it be?

Hannibal Lector.

Who is your favorite artist?

My dentist

Every person is a color. What color are you?

Smoked color

Last time you fell in love?

1847

Define love:

A green polygon with three corners or vertices and three sides or edges which are straight line segments. Definitely a must-have accessory

What film can you watch more than five times?

Any snuff movie or wedding video

What album is playing now in your stereo?

Relaxation Exercises For Children by The Holistic Stress Control Institute, Inc.

Describe your favorite garment/accessories from your closet.

They are beautiful.

What is the weirdest/coolest comment you ever got on a flickr picture?

your hair looks great

What did you think when you got my first email regarding this project?

oh, no...

Why did you say yes?

I wanted to contribute to society.

Please describe my collection in 3 words.

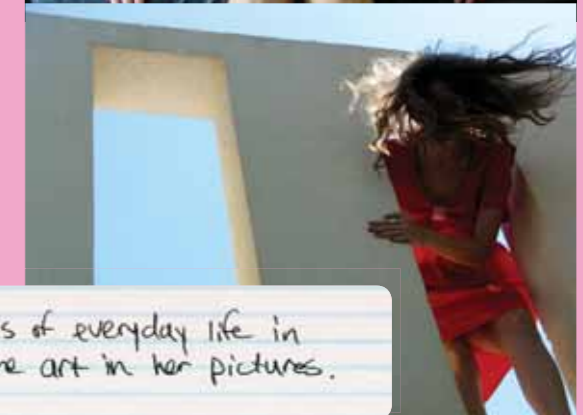
black, white, red.

In one sentence, what was your concept for this shooting?

Me, looking pretty.

Do you think we will ever meet not on web...?

Possibly. (are you flirting with me..?)



Familiar locations of everyday life in Tel-Aviv became art in her pictures.



SANJA

Name: Sanja Peric
Age: 22
Profession: Hair stylist
Country: Bosnia and Herzegovina



If you can have your "dream dinner" with someone, who would it be?

This is a good question.. hmmm with Josh Hartnett, he seems like normal, relax person.

Who is your favorite artist?

I have it so many... in music I will say Evenescence
Every person is a color. What color are you?

Black, pink and brown :-)

Last time you fell in love?

Ahhh, I can't believe that I must answer this one... it was long time ago...

Define love:

Love? Love is wonderful, gorgeous "thing", love makes you happy, very positive and smiling person, you feel warm all around your heart and you feel beautiful, very special!!!

What film can you watch more than five times?

Pearl Harbor

What album is playing now in your stereo?

Kosheen

Describe your favorite garment/accessories from your closet.

Hehe, I'm so simple girl - my jeans and green sport T-Shirt, I love it!!!

What is the weirdest/coolest comment you ever got on a flickr picture?

Hmmm, I don't know...I have so many comments and they all are nice, kind and lovely.

What did you think when you got my first e mail

regarding this project?

What??? Are you serious, this must be a joke...???!!! hehe

Why did you say yes?

I said yes because it looked very interesting and I wanted to try something different. wanted to see how it will feel to be a model for a couple of days in Mirit's special clothes! I love her creations very much!

Please describe my collection in 3 words.

Simple, sensual and very feminine.

In one sentence, what was your concept for this shooting?

Sanja, work fast and create something special and different!

Do you think we will ever meet not on web...?

Sure!!! Why not... some day DEFINITELY yes!

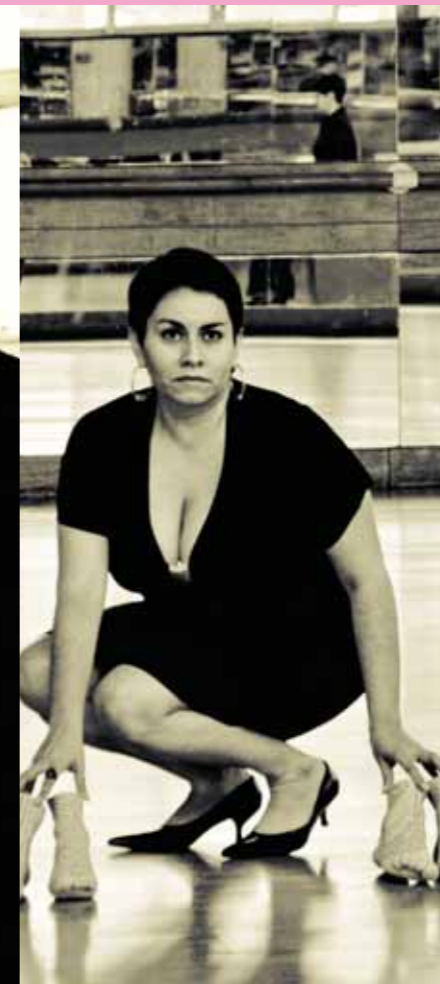


When I see her pictures, I hear Leonard Cohen singing.



GLORIA

Name: Gloria Zelaya
Date of Birth: 2/29/1972
Profession: Visual artist
Country: Mexico



If you can have your "dream dinner" with someone, who would it be?

Miguel Bosé

Who is your favorite artist?

Hugh Grant

Every person is a color. What color are you?

Red

Last time you fell in love?

A year ago

Define love:

It's our engine

What film can you watch more than five times?

Love actually

What album is playing now in your stereo?

Mozart

Describe your favorite garment/accessories from your closet.

Scarfs

What is the weirdest/coolest comment you ever got on a flickr picture?

Someone wrote me that visit my photos is like take a trip to the moon and Mars...

What did you think when you got my first e mail regarding this project?

I couldn't believe it

Why did you say yes?

I like the project

Please describe my collection in 3 words.

Contemporary feminine delightful

In one sentence, what was your concept for this shooting?

strength

Do you think we will ever meet not on web...?

Of course

Wow! I must meet this woman!



Her pictures remind me of a sentence I love by Albert Einstein: "Everything should be made as simple as possible, but not simpler."

NANAKO

Name: Nanako
Date of Birth: 9/12/1988
Profession: photography
Country: Japan

If you can have your "dream dinner" with someone, who would it be?
my long-dead grandfather.
Who is your favorite artist?
matthew Monteith, Rineke Dijkstra, Osamu Yokonami, and more
Every person is a color. What color are you?
green
Last time you fell in love?
hmm, yesterday, maybe. maybe not.
Define love:
can take a certain amount of chutzpah or not
What film can you watch more than five times?
dancer in the dark
What album is playing now in your stereo?
"Kemono to Mahou" by Ikuko Harada

Describe your favorite garment/accessories from your closet.
my beautiful kimono
What is the weirdest/coolest comment you ever got on a flickr picture?
"hello magic."
What did you think when you got my first e mail regarding this project?
"hmmmm sounds interesting."
Why did you say yes?
because i like the way you are doing.
Please describe my collection in 3 words.
warmth of spring
In one sentence, what was your concept for this shooting?
silence
Do you think we will ever meet not on web...?
maybe, maybe.



JOHANNA

Name:
Date of Birth: 10/15/1983
Profession: Artist
Country: Sweden

If you can have your "dream dinner" with someone, who would it be?
I really can't think of anyone. It would probably just be awkward.
Who is your favorite artist?
Some favourites are Theodor Kittelsen, James Jean, Yoshitaka Amano and John Bauer.
Every person is a color. What color are you?
Maybe a pale pink or white.
Last time you fell in love?
The last and probably only time i fell in love was with my boyfriend.
Define love:
I don't think there's one definition for everyone
What film can you watch more than five times?
Tons! Some of my favourites are Gone with the Wind, Edward Scissorhands and Batman Returns.
What album is playing now in your stereo?
I don't have a stereo, I only listen to music on the computer.
Describe your favorite garment/accessories from your closet
I have many favourites, but the thing that comes to my mind is my insanely gorgeous green 60s brocade dress with mink fur trim.
What is the weirdest/coolest comment you ever got on a flickr picture?
I've gotten so many comments over the years that I can't remember at all.
What did you think when you got my first e mail regarding this project?
I thought it was a great idea!
Why did you say yes?
Because it was such a great idea.
Please describe my collection in 3 words.
Cute, comfortable and versatile.
In one sentence, what was your concept for this shooting?
There were several shoots, but they were all sort of pin-up-ish.
Do you think we will ever meet not on web...?
You never know! But I'm a bit of a hermit so it's probably pretty unlikely :)



when I first looked at her pictures, I wasn't sure that she is wearing my designs..I love that she take it in to a whole completely new world

