

CHRIS JONES

MEET ONE OF THE MOST UNIQUE DESIGNERS WITH A ROCKSTAR ATTITUDE. BY JANELLE HARDING

How did you get in to designing clothes?

"Like a Rock Star" was conceived out of being frustrated with having my niche style of late '60s, early '70s philosophy of fashion suiting somewhat difficult to find. And when, and if, I did procure them, having to get them constantly altered. Finally, after roughly six or seven years of perpetual fashion frustration, I realized that I know my exact style more through and through than anyone, save for the original designers and visionaries themselves. And naturally, my mind went to starting my own line and company because really, who better than I?

Do you have any formal training?

Zero formal training. This is my ultimate wild card; the fact that I don't know what is and what is not possible, which means being deterred and scared is not in the cards, since I don't know any damn better. My naivety allows me to stretch for the cosmos, which I do well.

What is it about rock 'n' roll that you love so much?

See White, Jackie and Richards, Keith and the joy and exuberance that they radiate onstage. It's an inspiration to how to live each day.

What else inspires you?

As an excitable boy, I find inspiration in everything under the sun: men, women, music, film, bowties, socks, trainers, stockings, feelings, passion and tears. It's almost comical how stimulated my mind gets on a moment-by-moment basis.

What makes your designs unique?

My designs and clothes are my personality bleeding through the paper and fabric. There is no difference between Chris Jones the designer and Chris Jones the man, myth and legend. When a client orders something, they aren't just buying the clothes, but a nugget of my soul and I automatically feel a deep, intense connection with them. They aren't just buying the illest clothes on the block, but also sending a strong message that they believe in me, the person and the designer. That's what makes "Like a Rock Star" and me unique; the personal connection, the love, the heat. You know, all the things that make me Chris Jones damn it. That and the fact that it's the sexiest gear in town.

Tell me a little bit about how your business works.

Three years ago I partnered with an overseas tailor exclusively. We had meeting after meeting after meeting talking through fabrics, designs,



styles, cuts, stitches, goals, visions, the future and the past, and what we needed for this fashion marriage to not end in divorce. After getting the client's measurements, we discuss designs and fabrics and what they need from me to make this suit the best fitting garment they'll ever wear. After getting a general sense of what makes this person this person, I hit the lab to sketch, write, research and build the design that will become the next Sistine Chapel. All of these things are then handed over to the master tailor himself who then spins his magical yarn to craft said masterpiece. Two and a half weeks later, a little bundle of joy arrives and, if local, I deliver the baby the way of the stork. If not local, you'll get it sent straight to your doorstep with the milk.

Describe a normal day for you.

Sleep late. Brunch. Champagne. Run. Friends. Design. Craft a million-dollar idea. Happy hour. Music. Laughter. Smiles. Hug. Cuddle. Dream. Sleep like a happy angel. Each day is a gift from Keith Moon himself, as I'm incapable of a "normal" day.

What do you do for fun?

Fun is the ecstasy-filled existence where I am the mayor.

What are three things you can't live without?

Passion, Rolling Stones, tequila

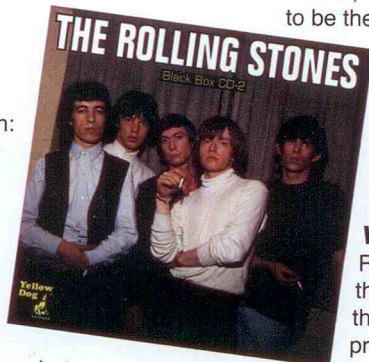
What celebrity do you identify with most and why?

Peter North. The man thinks outside of the parameters of conventionalism. Folks try to railroad and pigeonhole him into just being an actor, but he has so much more to offer than meets the eye; entrepreneur, producer, director, writer, pillar of the community, fashionista, philanthropist and all around jack of all trades. I tend to fancy myself as much more than just a fashion designer, but also a complex and diverse individual who has his paws in many eclectic adventures and someone who brings joy and love and sparks things in those he encounters.



Where did you grow up?

Prescott, Wis. A small little Midwest town of 4,000 where I learned some invaluable life lessons, made many great friends and laid the foundation to be the beautiful genius I am today.



What does fashion mean to you?

Freedom of expression, a peak into the soul and an ultimate expression of your true self or your ideal self. For me? A calling and what I was birthed to do.

Where do you see yourself in five years? Ten years?

Revolutionizing fashion and wedding fashion with those who I love and who subscribe and embrace the extra good life. In 10? Revolutionizing what I previously revolutionized.

What are three things people need to know about you?

Round bed, no jeans and I broke out of jail once.

What is your dream vacation?

Time warp back to Nellcote in the south of France, circa 1971.

If you had to eat only one thing for the rest of your life, what would it be?

Frozen yogurt with a champagne drizzle.

What would you be doing if you didn't create clothes?

Irrelevant, since I am doing what I love and what I was born to do. 