



The funky designs and colourful patterns of Judi Arnesen's "Art in Motion" creations are attracting a lot of attention. She started the business six weeks ago and sells the cotton outfits from her Rexway Boulevard home in Georgetown. (Herald photo by Lisa Boonstoppel-Pot)

Designing with imagination

By LISA BOONSTOPPEL-POT
The Herald

When Judi Arnesen's girlfriend stopped over for a visit wearing leggings and a sweatshirt splashed with paint that had cost her \$190 at an exclusive boutique, Ms. Arnesen's first reaction was that she could make something like that herself.

That was six weeks ago. Now, one full room of her house is needed to exhibit at least 50 original creations she has made purely from her imagination without any sort of painting or art training.

And it's a success.

She recently held an open house to exhibit her fashions and publicize her new business "Art in Motion". She sold 25 outfits to the same amount of people. The success of this show encouraged her to hold another one this Wednesday.

"People just love the clothes," she states frankly. "They really comment on the colors."

Ms. Arnesen's designs are free-spirited, unstructured, funky slashes of the paint brush in a hue of different colors, from pastel purple to sunshine yellow. The designs are painted on 100 per cent cotton and 50 per cent cotton leggings, sweatshirts, tank tops, skirts, form-fitting dresses, mini-skirts and belts, all manufactured by Penman's clothes.

Ms. Arnesen said she's never had a paint brush in her hand until her entrepreneur spirit led her to try and create clothes that would appeal to women of all ages.

"The ideas came straight out of my head," she said. "I can go for almost a week without painting anything and then I get inspired for three days, I'll paint with hardly any sleep." Because she paints in different moods and never tries to duplicate an outfit, all the creations are originals.

Now that she has a substantial stock of outfits, she's using her

experience in direct sales from selling Shackley products and Mary Kay makeup to expand her idea.

She plans to hold product parties once a week in her 158 Rexway Drive, Georgetown, home and hopes to get other ladies to act as distributors for the clothes who will host their own house parties.

"I wouldn't mind also getting the clothes into a few exclusive boutiques," she admits.

She also plans to expand into skating costumes. Being a retired figure skater and a figure skating

teacher for the Georgetown figure skating club for the past five years, she believes her designs would make good figure skating costumes.

So far the venture has turned out to be a profitable business for Ms. Arnesen who's clothes range in price from \$75 for a two-piece skirt and top to \$143 for a sweat-shirt, leggings and headband.

The business has also fulfilled a dream for Ms. Arnesen who admits she always wanted to be involved with fashion.

"This satisfies my dream," she said.

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