

## INCIRCUS

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"Do you really want to hurt me?" asks Incircus menswear designer René Gurskov. From striped button-up shirts with black leather vests to Gurskov's favorite long plaid shirts and sequined scarves, the designer's fall collection is about a guy growing up in a small town, yet aspiring to be big-city fantastic.

"All capitals are alike today," Gurskov says. "So if you want to find personality, you have to go to the suburbs or small towns. The fall collection is both tough and dirty, but still cute and charming."

Blending a skinhead look with disco flare, Incircus' collections are inspired by music and playing dress up, with Boy George as Gurskov's "icon of style."

"I think Boy George must be one of the only few guys in the last 20 years to do what he does," Gurskov says. "And at his age now, he still looks fresh, smart and unique. The mix between cool and cute appeals to guys around the world."

Gurskov studied fashion at Mørgretheskolen, the Scandinavian Academy of International Fashion and Design in Copenhagen. However, his love of fashion emerged in early childhood, as he whiled away the hours, drawing clothes for his paper dolls. Incircus emerged in 2003 as the creative result of nearly a decade spent running a shop and holding shows with a group of designers in Copenhagen.





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Incircus has developed a base in Paris, appeared on blogs authored around the world, was named Best Men's Newcomer by *Who's Next: Paris* (2004), and has been seen on the runways of Tokyo and Copenhagen.

"I search Europe for odd people and mix it with music, and come up with an image. My Scandinavian background tells me to be practical, but I also want to expand the boundaries of men's wardrobe—add some fun and drama," Gurskov says.

With men's fashion week in Paris on the horizon, Gurskov hopes to break through into the US where the line's scarves are already available online at Intermix.

incircus.dk