



**Salvage**  
Supply Company



## Corporate Profile

Post-punk riffs and lyrics. Assemblage art. Southern California street-rod culture. Raw poetic license. Put them together and you have an unpredictable mix that flexes a visceral attitude like a Rauschenberg piece. You also have a glimpse into the kinetic genius of **Salvage**. Constructed. Deconstructed. Assembled and engineered with integrity, intellect and an ass-kicking irreverence, **Salvage** has come on the scene over the last four years with a new vision of grown-up gear suitable for Sunset Strip gigs, red carpets, green rooms and escapes from the boardroom on a Harley Soft Tail.

Flexing its muscles in a new category of design-oriented street wear that puts form over formula, **Salvage** has looked in the forgotten corners of art galleries, ateliers and oil-soaked garages for inspiration to convey a multi-layered message via new shapes, artful textures and high-concept graphics that read like the disturbingly intriguing codex of a new illuminati.

"We understand how to create impact, how to be visually exciting," Evelyn Riddle, Co-Founder & CEO of Salvage. "But if you look deeper, there are thought-provoking elements woven in."

Using a post-industrial palette of lost-and-found icons, graphic symbology and meticulously hand-sewn and re-worked fabrics, Co-Founder and Creative Director Jon Riddle explains "We're not just putting some heraldic crap on a shirt because someone thinks its trendy. Our designs tell a story, they talk about incidents that get into what sub-cultures are about. It's great design, but it's also about the 'what else?'"

What else indeed. The couple first debuted the line at Magic in 2002, where they floored attendees with their irreverent, haute garage-band designs utilizing a proprietary, water-based screening process that left competitors scratching their heads. Since then, the company has grown into a favorite of A-listers, creating coveted accoutrement for music and entertainment celebrities (see accompanying celeb release). Success has also spawned a complete line of women's designs, launched for Fall 2006.

Part of the magic of **Salvage** is the label's use of a retro, lost-art process of silk-screening that results in the fabric being seamlessly imbued with a design, as opposed to the more common practice where graphics are simply applied to the material's surface. Perfected by the duo while building Evelyn's Skinny Minnie label, the process gives their designs yet another element of detail that takes it into the realm of art. While others have tried to copy the process over the last few years, the fact that **Salvage** designs hang on racks in competitors' design offices attest to the fact that the **Salvage** look and technique remain indisputably original.

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