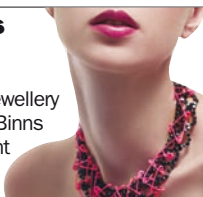


kMeet William Broome, illustrator

Tom Binns at Joyce

Dada-inspired revolutionary jewellery designer Tom Binns and department store Joyce have come together to bring you an exclusive collection of stylish accessories called **Neon Colours**. Binns has created unique accessory pieces by mixing and matching precious stones which are fastened to safety pins to give a seriously rebellious look. Our favourite is this elegant but playful **black crystal necklace** (\$6,800). Wondering why the collection is called Neon Colours? Because they are all hand-dipped in neon paint! www.joyce.com.



First Initial concept store

The popular Hong Kong label has set up its first **two-storey concept store** at Mikiki. Initial's sleek and modern take on post industrial European fashion sees its Sherlock-Holmes-goes-casual influences pulsate through its products as well as store design. In a single location, you can find – for the first time – a complete collection of menswear, womenswear, accessories and home products. *Shop 113, G/F, Mikiki, 638 Prince Edward Rd East, San Po Kong, 2796 7399.*

Broome's trademark melancholic cartoons have appeared on Marc by Marc Jacobs T-shirts, Vans sneakers and a dinner service on Wedgwood china. Ditching fashion design after spending years studying at London's Central St Martins, the 39-year-old went into garden landscaping before finding his way on to the professional illustration path.

When I was a child... I had a weird fixation about sharks. It's strange because I'm from Nottingham in England which is nowhere near the sea.

I didn't want to go to art school... My college tutor told me to apply to CSM and I said to him: "What is that?"

At CSM... I was in the same year as Phoebe Philo, Stella McCartney and Matthew Williamson – the 'golden generation'. Stella once took me and my mate to a club in Mayfair with Catherine Zeta-Jones and Naomi Campbell. We were all on the dance floor and Naomi was getting twitchy. I asked Stella what was going on and she said: "Naomi is really freaked out with your dancing."

I did a BA and MA in fashion design... and was tutored by Louise Wilson but in the end I felt clothes weren't the best vehicle for my ideas. So I did landscape gardening for three years. It was quite rough, with the other workers taking the piss out of you etc. That magpie feeling in my illustration is kind of self-referential...



'Stupid twat'

I think... behind the happy-go-lucky look of my drawings there's always something dark lurking and a sense of humour. Life's not Hello Kitty.

My life changed course when... a girlfriend of 10 years left me for another man and she was three months pregnant with my baby. I drifted into a pit of despair and gloom. I had a period listening to a lot of Johnny Cash. I sort of absent-mindedly filled an A5 notebook with illustrations and a friend tried to help me gave it to Marc Jacobs. Somehow your life can just change direction because someone said 20 words to you. Or something.

I work from home... and I tend to lock myself away and not leave the flat for days. The other day I realised the only words I'd spoken in two days were 'stupid twat' – and that was to myself.

I update Twitter and Facebook all the time... as it makes me feel less isolated. I have an industrial strength habit and my recent update was 'there's more of my work in Kowloon than there is in my portfolio'. **Kawai Wong**

Broome's works are on show at **Sha Tin New Town Plaza's** atrium until Oct 31. Spend \$2,000 to get a free William Broome tote bag or \$3,000 for an iPad case.



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