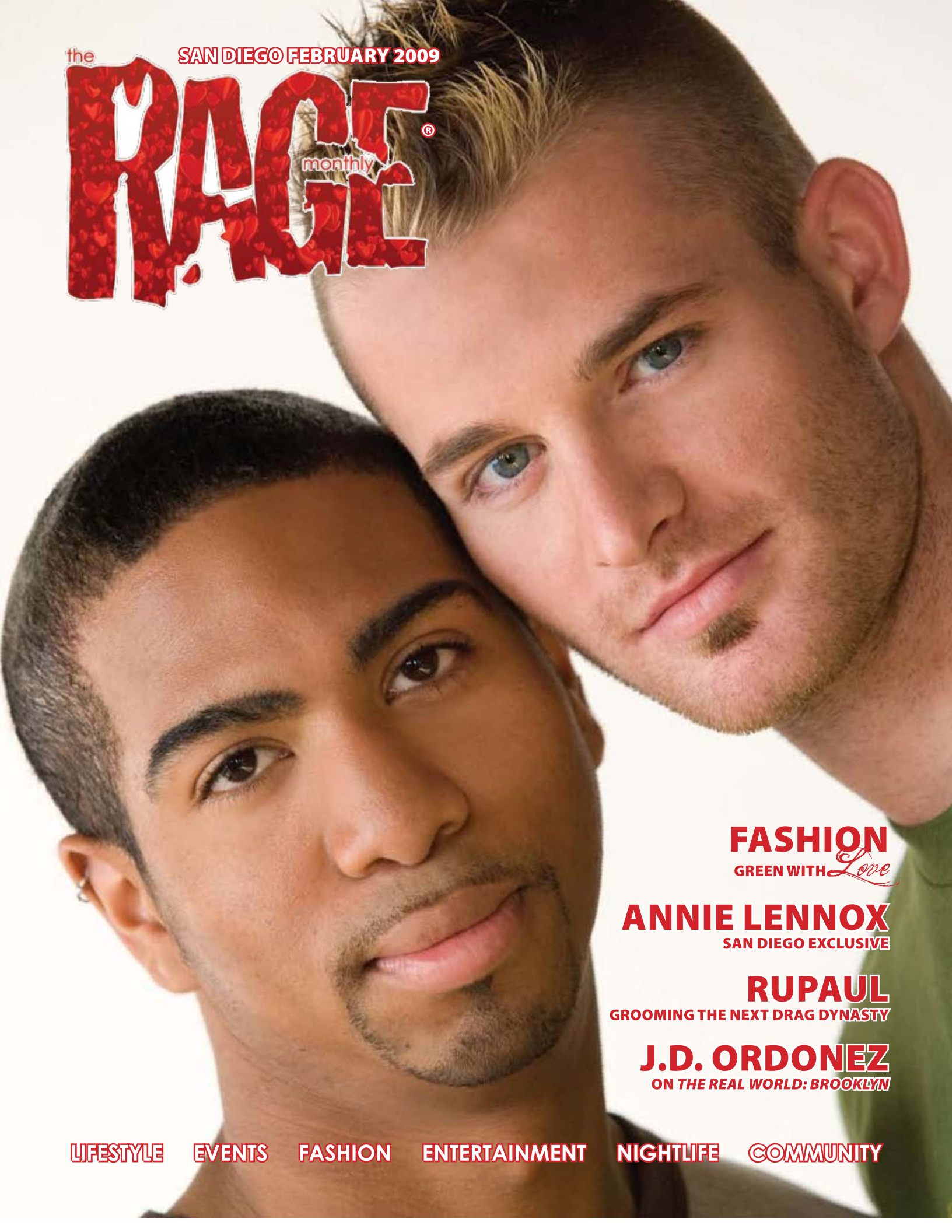


the **SAN DIEGO FEBRUARY 2009**

RAGE[®]

monthly



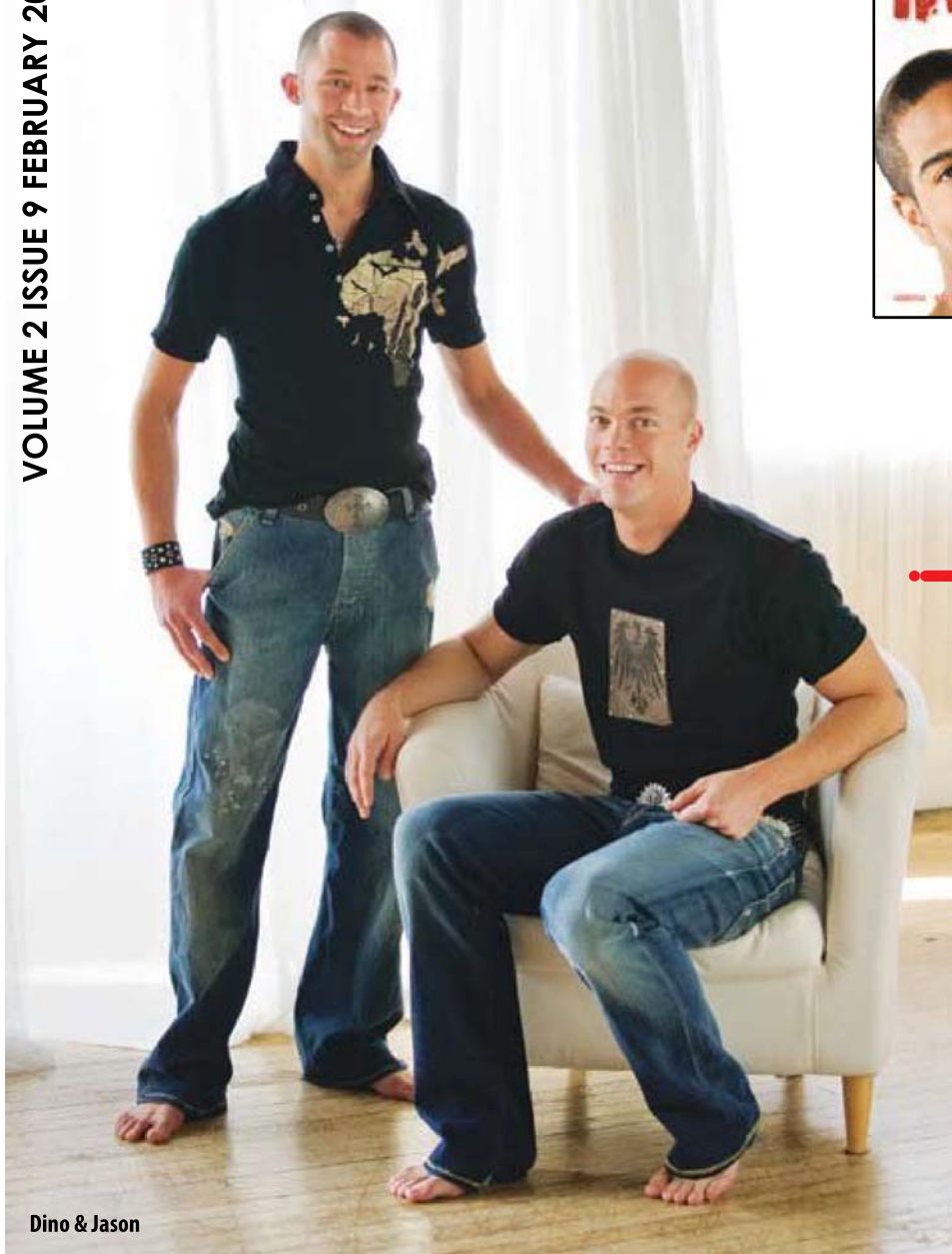
FASHION
GREEN WITH *Love*

ANNIE LENNOX
SAN DIEGO EXCLUSIVE

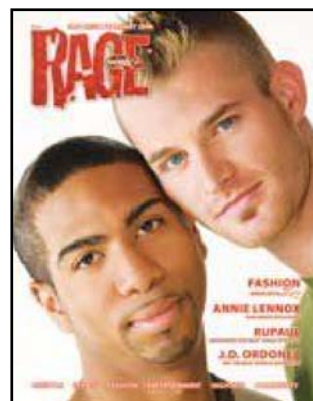
RUPAUL
GROOMING THE NEXT DRAG DYNASTY

J.D. ORDONEZ
ON THE REAL WORLD: BROOKLYN

LIFESTYLE EVENTS FASHION ENTERTAINMENT NIGHTLIFE COMMUNITY



Dino & Jason



COVER
Bryant & Ryan

PHOTOGRAPHER
Dennis Covey

APPAREL
MYTHOLOGY
by Richard Fredrick
2365 30th Street
San Diego, CA 92104
619.523.1132

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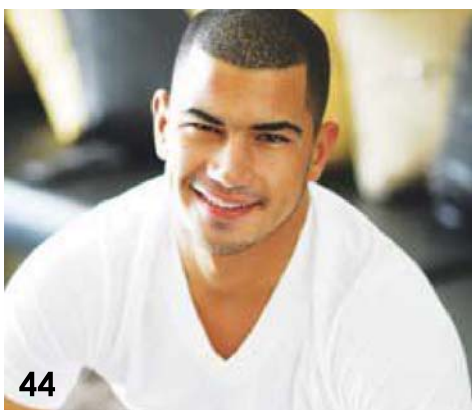
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GREEN with *Love*

Art by Jere Dean

Photography

BY DENNIS COVEY
www.coveyeditions.com

Love has no boundaries. It can be congenial or erotic, conveniently casual or unconditional...and it can even be shared! One thing is for sure, love has no color... Unless you happen to love the environment enough to check out the latest line of Earth-friendly "green" clothing and accessories from Mythology—the newest chic-boutique that just sprang up from South Park.

Bryant & Ryan (2years)

BRYANT: Jere Dean Tee \$28
Loomstate Jean \$110
Print Wing Belt \$75
RYAN: Jere Dean Tee \$28
Loomstate Jean \$110
Skull/Skeleton Buckle \$38

The Philosophy Behind MYTHOLOGY by Richard Fredrick:

We are San Diego's first Eco-boutique...meaning that all the clothing is made from organic or recycled materials like bamboo, hemp, organic cotton and soy composite. Also, we have accessories like belts, handbags and men's wallets that are all cruelty-free (not made from animals). We also buy from local designers as much as possible, cutting down on the carbon footprint via reduced shipping distances. Various other gift items like organic teas and skin tonic will also be available.



Jason & Dino (5 months)

Artists featured in the boutique:

To begin with, we will be featuring artists Jere Dean and Matt Spangler (art used in photo shoot). Both are local San Diegans and each have a line of organic t-shirts as well. We plan to invite a 'guest artist' to feature on a seasonal basis.

Art by Matt Spangler

JASON: KBD Shirt \$38
Loomstate Printed Jean \$110
Broken Heart Buckle \$38
Wrist Cuff \$28
DINO: Wear the Cause Polo \$56
Loomstate Jean \$110
Black Cross Buckle \$38
Wrist Cuff \$28





Stephanie & Elsa (8 years friendship)

ELSA: ECO-Ganik Dress \$98
STEPHANIE: ECO-Ganik Top \$58
Loomstate Jean \$110
Biker Bling Belt \$210

What makes the designer's featured in the shop unique:
Many are small, local designers...making our store selection much more unique than what you would find at a mall. Also, not only are they all using organic materials, but many give large percentages of profits back to the planet by supporting various charities.



Travis & Alan (2 years)

TRAVIS: Idle Tee \$38
Mindtrix Long Sleeve Dress Shirt \$88
Loomstate Jean \$110
Vintage Buckle \$38
Gray Studded Belt \$45
ALAN: Prophetik V-Neck \$35
Loomstate Jean \$110
Cows Buckle \$38
Beige Belt \$30

One-of-a-kind belts and buckles:

Staying with the philosophy of cruelty-free accessories, Mythology not only has dozens of belts to choose from, but they are all made right here in the shop. Customers can also design their own by matching a belt to one of our hundreds of buckles...all vintage or hand-made. Also, because they are made right in the store, you are guaranteed a perfect fit.

HAIR STYLES

NEIL & JOEL

Disconnected Salon
3830 30th Street
San Diego, CA 92104
619.298.3830

MAKE UP

ALEX MARAVILLA

Alex Maravilla Hair Studio
2548 University Avenue
San Diego, CA 92104
619.291.3887

APPAREL

MYTHOLOGY by Richard Fredrick
2365 30th Street
San Diego, CA 92104
619.523.1132



THE ULTIMATE "GREEN" FASHION OF MYTHOLOGY

by brian van de mark

Local small business owner Richard Fredrick was green before green was hip. In fact, Fredrick has been doing green and cruelty-free designs since the early 1990s, selling his wholesale namesake label accessories to such retail giants as Nordstrom, House of Blues and Harley-Davidson.

Specifically, the Richard Fredrick line has focused on cruelty-free belts. The belts, made from faux leather rather than actual animal hide, have a significantly longer life, because they are dry-cleanable and won't crack.

"At first people thought it was just a sales pitch," Fredrick says of the cruelty-free concept. "People thought if it isn't real leather, then the quality can't be as good. Actually, it's just the opposite. For example, the ultra-suede material coming out of Japan lasts 1,000 times longer than animal suede."

When Fredrick launched his line, a local San Diego Nordstrom buyer bought 39 belts. They were sold out in 24 hours, and the Richard Fredrick line became one of the must-haves.

Now Fredrick is bringing his own line of accessories to the heart of South Park with San Diego's first eco-boutique, Mythology.

"Mythology is about featuring designers, including myself, who are conscious of a greater, global aspect to apparel," Fredrick explains. "For example, many of the labels we'll carry are made from organic material. The majority are soy composite, hemp, bamboo or organic cotton. Also, 75 percent of the designers are local, so they are unique products. And, local designers means cutting down on oil used for shipping. We feature a brand of vegan shoes. We're lowering the human footprint from a fashion perspective."



Mythology also celebrates those designers who are using soy-based dye, or shredded material where the entire process is about limiting chemicals and using natural dyes such as hemp oil, berry tea, etc.

"We really love the companies that are doing something with their money," Fredrick says. "There's one company that is taking a percentage of their sales and they are single-handedly supporting a small community in Africa. That's amazing."

Of course, the ultimate "green" fashion is vintage apparel. "The best way to be green is to recycle material. When you're not creating new material, but you're using stuff from the 60s, 70s or 80s, then not only are you likely to be getting a one-of-a-kind, but it's the highest level of green because you are essentially recycling," Fredrick explains.

And that's the kind of business owner Fredrick wants to be: one of a kind and completely green.

"We just have good energy in the store," Fredrick says of his new San Diego location.

After all, San Diego is where Fredrick got his start.

Fredrick is a graduate of University of California-San Diego's fine art school, and went on to study jewelry fashion design in Florence, Italy. After returning to the United States, Fredrick went to New York's prestigious Fashion Institute of Technology for a degree in fashion. "After 9/11, I decided to mull over my options, and decided to come home to San Diego," says Fredrick. "Luckily, accessorizing became really hot again, like vintage buckles."

The belt line is really about giving the customer

choices and, in many cases, allowing them to customize their own belts. For Fredrick, it is about giving customers the opportunity to walk in and see the variety, so they know they have options.

"We do a lot of educating," Fredrick explains. "Because we are small and local, we can do custom work. I encourage clients to customize their order. We have everything from a plain \$38 belt up to our New York belt, which is covered with over 400 hand-set Swarovski crystals, which goes for \$295."

The Richard Fredrick wholesale accessory line can be viewed at MantaDirect.com, as well as a retailer list, such as local boutiques PURE and JUNC. Fredrick says he rotates samples and styles frequently so customers can log on and see a wide range of samples.

So what is next for openly-gay (and single) Fredrick? As a designer, I want to expand into other accessories such as handbags," Fredrick explains. "I want to educate the customer on green and cruelty-free options. I hope people will continue to respond when given the option between leather and non-leather. Personally, February marks my 21st year as a vegetarian, because I really believe that people are going to come to understand that one of the great ways to fight climate change is by going vegetarian—so why would I choose to make money off of leather? There is a better way of living."

On January 31, Mythology is having its grand opening at their new location in the heart of South Park (across from Vagabond Restaurant) at 2365 30th Street from 6:00 p.m.-10:00 p.m. Phone: 619.523.1132.

