

Press Release, August 2004

## House of Diehl's transformative power of fashion

**Mary Jo Diehl tells us the story of the seductive sea virgin who touches land for the first time with her fashion concept "Mermaid". And she shows us how fashion can transform us into a brand new individual and that we can trust in our natural glamour hidden in us.**

Mary Jo Diehl's "Mermaid" wears silver glittering and wet shiny, transparent clothes combined with attributes of the earth in the fashion story she has created for the Triumph International Fashion Award 2004. Ornamentations made of wood - perhaps wood of the ship of the lover - recycled in a stylish model, frame this "water" coat.

The transformation of fashion happens on two levels: firstly by recycling a non-textile material at the visible level; secondly by the philosophical look at humans as individuals who are able to overcome the elements: transform themselves into new ones. This is more than designing clothes. This is fashion as a transformative tool with a philosophical background.

Born in New York City Mary Jo Diehl describes herself as an artist and philosopher. For two years she has connected her interests in philosophy and music with her daily life in this city. The concept-fashion label "House of Diehl" is the result of that liaison. She has won two of the most important American fashion prizes shortly after the launch of "House of Diehl": the Gen Art Styles Award and the price of the "Ecco Domani Fashion Foundation". Mary Jo Diehl presents "House of Diehl" in New York, Los Angeles and London. Select pieces can be bought at Henri Bendel, New York.

You find the "Mermaid" outfit on the fashion platform [www.fashionoffice.org/triumph](http://www.fashionoffice.org/triumph) where you still can vote for the best designs till 30<sup>th</sup> September.

**Photos:** Press corner Triumph International Fashion Award 2004

[www.fashionoffice.org/triumph/press/](http://www.fashionoffice.org/triumph/press/)

In 1996 [www.fashionoffice.org](http://www.fashionoffice.org) has been the very first online fashion magazine in German and English worldwide. Now it is excellent ranked in Google, MSN and Yahoo and one of the most frequented fashion publications on the internet.

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Mary Jo Diehl has got the most votes in the Triumph International Fashion Award 2004 till now



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The "Mermaid" model by Mary Jo Diehl for the swimsuit of Triumph International is based on the design philosophy of the transformative power of fashion