



Clockwise from main picture: Some of Jodi Wise's designs; Jodi Wise; and Ange Paganin wears one of the designs at Kuppa in Claremont.



Designer is Wise to the world

Ron Wise might have made the family name famous in Perth with his businesses which include Wise Wines, but it is the Wise women who are about to take the name to the world.

Daughter Jodi has launched a fashion label, JodiB Wise, which is proving to be rather hot with the Hollywood crowd. When she was in her 20s, Jodi left Perth for London before settling in Los Angeles to pursue an acting career.

In Los Angeles she moved in with her Perth buddy, producer Nelson Woss (son of Ron and Brigid Woss), in Adam Ant's old house in the Hollywood Hills.

Jodi has since worked in film, theatre, television and voiceovers. She has appeared in feature films *No Tomorrow* alongside Pam Grier, Gary Busey and hip-hop's Master P and *For The Cause* with Dean Cain as well as episodes of *Navy NCIS* and *JAG*.

But the urge to get creative on another level was growing. "Last summer I was sick of waiting for the phone to ring. My aunt Evi (artist Evi Ferrier) came to visit and bought me a sewing machine and gave me a one-day sewing lesson," Jodi said.

That Saturday night after her plans fell through, she stayed in drinking wine and conceived her wrap which is now being worn all over the world.

"I started wearing them out in LA and people wanted to know where to get them, so I began making more and more and selling them privately and at designer markets," she said.

This year the line has expanded to include a wrap dress, wrap tops and "man wraps".



ripples with Tonia McNeilly

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Jodi is now selling them in boutiques in LA, New York and London and the response has been amazing.

Initially Jodi sewed all the pieces herself, but "things have gone mad" and she now designs every piece so they remain exclusive, and has a seamstress sew them.

"I try to inject a specific personality into each piece, because it is important that people feel special and individual in their wrap," she said.

A vast array of different fabrics, many of which are woven tapestries, are used in the wraps.

Hollywood has also given her love and Jodi is celebrating her engagement to Adam Sigel, a handsome American scriptwriter who represents Wise Wines in the US in his spare time.

"Adam has successfully placed the wine in the best restaurants in Los Angeles in an effort to keep papa Wise happy," Jodi said.

"Our apartment is pretty hysterical as we have four businesses running out of it. People are scared to visit as they tend to depart with four wraps and a case of wine!" You can order wraps online at www.jodibwise.com.

Next week, read about Jodi's mum Sandra and her aunt Evi.

Enter the Dreamtime

■ **Kudditji Kngwarreye, an Ammatyerre tribal elder and younger brother of fellow artist Emily Kngwarreye, will have his first solo exhibition in WA. This is a rare chance to meet the man and see his works at Japingka Gallery in Fremantle. As an Ammatyerre elder and custodian of many important Aboriginal Dreamings, Kudditji has been painting since 1986 and is renowned for his beautiful, soft and mesmerising landscapes of his land. Enjoy an artist who is revered in London and on the east coast. The exhibition runs each day until September 30. Call 9335 8265 for further information.**

Liew and Leeuwin

■ **The last Cheong Liew dinner for 2004 will be held this Thursday. Don't miss the chance to indulge in a menu featuring raw calamari with squid ink noodles, bouillabaisse custard in saffron fish consomme, and pigeon breast and ballotine of pigeon leg with anchovies and shiitake mushrooms. Leeuwin wines will be served, including the yet-to-be released 2001 Art Series cabernet sauvignon. Seats are \$120 a head. Book on 9215 2421.**

Landscape exhibition

■ **If art on a wall rather than art on a bottle appeals, Richard Swinhoe's**

exhibition of landscapes at Methodist Ladies College also opens Thursday. After years in the advertising industry, Richard has drawn on his love of open country to produce his second solo exhibition. "Maybe I suffer from landscape overload, but whenever I make a mark it is of a landscape of sorts," he said. "I never thought my teenage years spent in Lake Grace, or in the sand-plain country east of Moora, or later in the Kimberley region along the Fitzroy River, would have an effect on my view of the country but obviously it has." Proceeds will go towards the restoration of the College Centenary Building. Opening-night tickets are \$15. Contact the MLC development office on 9383 0261.

hip'n'happening

Kuppa has always been a hip place to hang out in Claremont but it was a particularly "hot" August night when Jones Lang LaSalle leasing director David Evans and 100 of his closest friends celebrated his 40th birthday. But you don't have to have a birthday to go to Kuppa, it is open for breakfast, lunch or dinner seven days a week.

■ **Kuppa, 37A Bay View Tce, Claremont. Phone 9284 5400**

1. Juliet and James Black.
2. Amanda and David Evans.
3. Liz Hayter and Naomi Katz.
4. Laura Lane with Geoff and Debbie Reilly.
5. Ange Paganin, Pippa Matthews and Nina Dempster.
6. Cath Murphy and Mark Rodda.

Pictures: Alf Sorbello