

MORE
STORIES

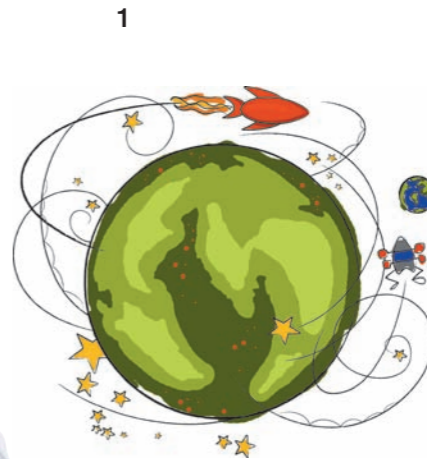
SPRING & SUMMER 2011
MONKEY BUSINESS

Every Piece of clothing has a spirit and tells a story...

We at 'More Stories' believe that it is the wearer who creates that spirit, by the moments and the adventures they have in those clothes. But 'More Stories' clothes are different because they like to tell a story first, before their new owners go out into the world to create more exciting adventures.

We aim to make a current collection which feels both cool and playful in its style, with our fresh prints as our signature aesthetic. We like to invite various talented friends to come and collaborate with us in the making of our stories. This season Wesley rap artist from Harlem and father of our star model Elias, has inspired our collection with a story about a young monkey Prince with a talent for building. Prince Charm is discouraged by all not to try something which has never been done before, but despite this he 'dares to be different' and with perseverance eventually finds success!

We encourage you to sit down with your children and share the joy and fun of our story book, which we hope all will enjoy, children and adults alike!



There was once a planet far away from earth, where monkeys and apes ruled. They could speak, walk on two feet, and used forks and plates when they ate food.

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The king of all the monkeys, chimps, gorillas and baboons, was an orangutan that loved to hang, swing and sing to his own tune.



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King James was his name and he didn't like change, unless it was gold, bronze or silver. Prince Charm was his son, also young, but not dumb, whose dream was to be best builder.





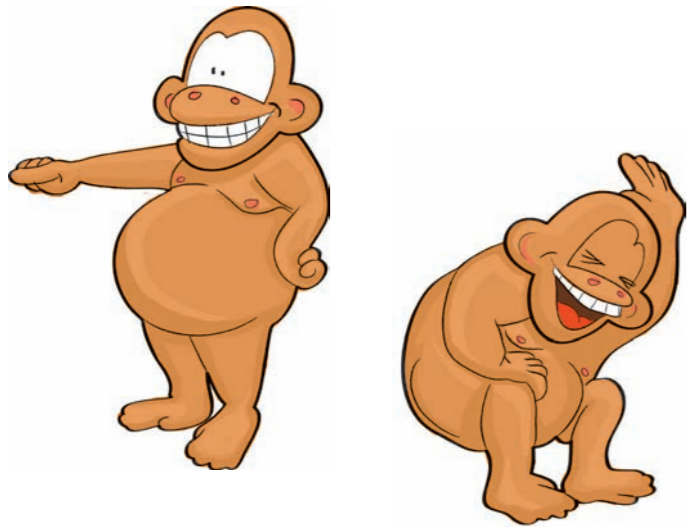
Now normally here on this planet of apes their buildings and houses were built just to break. Their handmade mud huts weren't so strong. When weather turned bad, they'd never last long.



Prince Charm knew the king loved homes built up handmade, for it was tradition their ancestors laid. Still he spent days up late in a craze, thinking of ways to raise houses a grade.

This prince was so clever, so far from a fool, he learned to invent from his lessons in school. He finally came up with plans they could use. His best of inventions, were that of his tools..





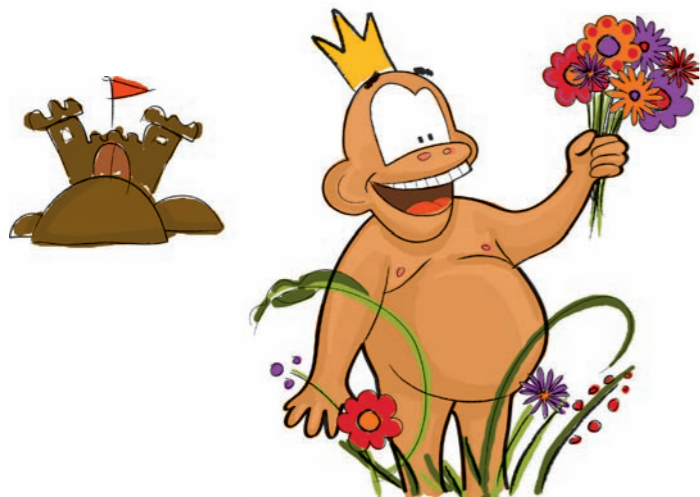
He made a full set, as he wanted to show his father the king how much they could grow. With not so much help, so much they could do, if they'd try something else and build something new.

His friends told him "NO! Your father won't budge, just stick to the script like everyone does. We all love your tools, your plan's super cool, but changing tradition is breaking the rules."



Prince Charm, disappointed, remained on his course. Without much extended friendly support.

He built up his courage enough just to speak, and laced up his sneakers real tight to his feet. And so he went to present to the king, these tools he invented to change everything.



On his trail he set towards the throne and picked up some flowers so beautifully grown. He tied them together this bloom of delight to soften his dad consumed by his own sight.

When he reached near the castle he feared the king was too stubborn, and with no surprise the king just despised the tools, and the plans his son had devised.

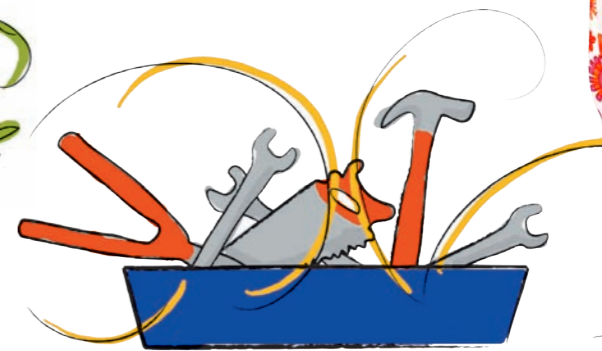


Rejected and saddened prince charm went away, but he wouldn't give up, it wasn't his way. He gathered his friends of monkeys and apes to help him build-up homes real sturdy and great.



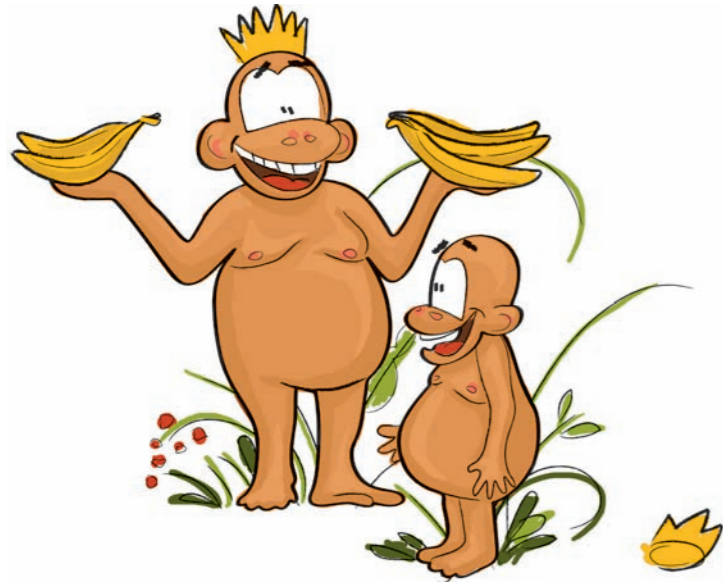


Then once they were done exhausted and dazed from work in the sun day after day. The whole town crawled out their little mud caves, to see what the prince and his friends had just made.



They all stood still, so shocked and amazed, then all formed a line for a house in the shade.





King James heard the news, which at first blew his fuse, when he heard of the changes that he didnt choose!

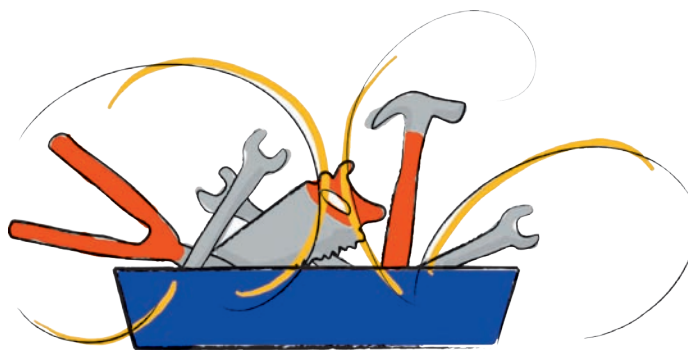
But when he came down to look at the town, what he found turned him right around. He realized Prince Charm was destined and ready rule on his throne, and so gave him a royal bunch of bananas and passed him the crown.



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Clothing designer; Katherine Moore
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Photographer; Benoit Regent

With special thanks to fantastic models; Elias, Evangeline, Nils, Francis, Buster, Dasiy, Edward and Emmi Lo, and their oh so helpful parents!



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