

JOEFFER CAOC

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JOEFFER CAOC
Metallic-tweed peplum dress
and studded-leather belt. Metal
cuff (Pamela Love) and lace-up
leather openwork boots (Bottega
Veneta). Artwork, *Fragment* by
photographer Andrew Law

Joeffer Caoc's Painterly Touch

BY ERIN O'BRIEN MARCH 19, 2012

Friday evening, the final day of Toronto fashion week, veteran designer Joeffer Caoc presented a dynamic, well-edited fall collection. The refreshingly upbeat show featured a great mix of fabrics and colours. Opening in military greens, the show moved toward a palette of warm mustards, rich metallics and coral tweeds. Stand out details included vivid brush stroke prints and a gold leather pencil skirt. Fur details added elements of sophistication while unexpected leather panels gave the lady like collection an urban edge. The finale dress of black and gold sequins looked stunning on Tara Gill ending the show on a high note.

Photography by: **GEORGE PIMENTEL**



Toronto Fashion Week: In Joeffer Caoc's studio, beauty pierces pressure of real life

BY JOE FIORITO MARCH 13, 2012

The real drama of Fashion Week takes place far from the tent, away from the catwalk, in a place where you cannot hear the applause or see the frowns, the pouts and the camera flash.

The real drama takes place on the third floor of an industrial building on Carlaw Ave., in the studio of Joeffer Caoc.

He is a couple of days from showing his collection; now is the time for fittings, the meticulous last-minute adjustments so that his dresses, skirts and jackets will fit his models properly.

"We're trying shoes first."

A young model named Senait pulls on a pair of strappy wedges. You might have imagined her beauty; you could not have imagined her proportions; she is perfect.

The shoes are supplied by sponsors; you take what you get. Joeffer grimaced. "Yesterday we had a girl with a size 11 foot. We had to fit her into a size nine."

And you wondered why some models wobble and wear a pained expression.

Senait went to change into a jersey matte cocktail dress, mid-calf in length, with long sleeves and an asymmetrical neck. Joeffer began to pin it so that it fit her tiny waist. He talked while he worked. "How many dresses have I made? Oh, thousands. I think I've made a dress a day for 20 years."

The first one?

"A triangle sarong skirt. I was just learning how to sew. I was 16 years old. The fabric was black polka-dot." When he finished with the pins, he asked Senait to turn and to walk, and she made the dress come to life.

He said, "There are 25 girls in the show. We'll have to remake all the samples." A dim question: did he have anyone in mind when he designed this collection?

"The housewife with a rocker past." He laughed at the way that sounded, but then he said, "When I start a collection, I have to have a muse in my head." The jersey matte cocktail dress will cost the housewife with the rocker past \$500.

Just then, Kelly Smith, his design partner, came in. Joeffer, all business, said, "Do you have any sequins?" Kelly said, "Do you want some drama?"

"Sure."

"We went to get the leather pieces. The owner's wife was just taken to the hospital." Joeffer's first thought was for the woman. His second thought? He might have to drop the leather pieces from the show.

Just then, Senait emerged from the dressing room wearing a brightly-coloured jacket and pencil-thin slacks. Joeffer got busy with pins. I like a man who is calm in a crisis.

"This is a basket-weave jacket. The colour? We call it sunset; sometimes we stress over the names." He laughed. He knows that sort of stress is absurd when real life is happening all around him.

He said to Kelly, "The waist has to go to size 0." Kelly saw what I was thinking and said, "There is a size negative-0." Who knew?

The Joeffer Caoc collection is made in Canada. It has taken him three months to prepare, more or less. He employs six workers in his studio, and 15 more in a factory in another part of town. The show requires everyone to work up to the minute, and it also needs the services of stylists, publicists, a music producer and a choreographer. It is scheduled for Friday at 6 p.m.

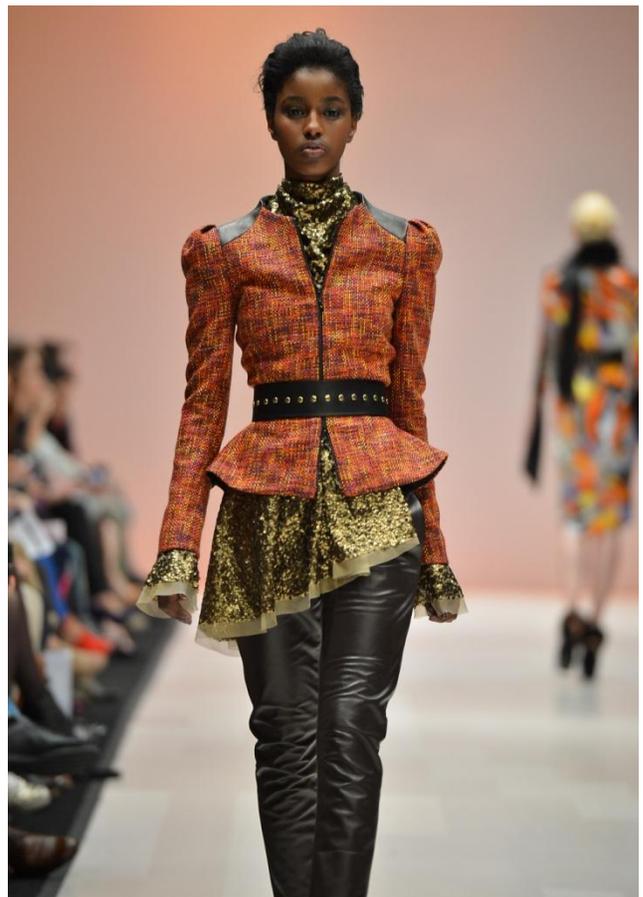
It will last 15 minutes.

The number of outfits depends on whether or not Joeffer gets his leather pieces.

As Senait leaves, the model Hayley takes her place; she is equally improbable in terms of beauty and proportion.

Joeffer reached for his pins.

Photography by: **GEORGE PIMENTEL**



TFW Diary Joeffer Caoc teaches us how to stay glam on and off the court

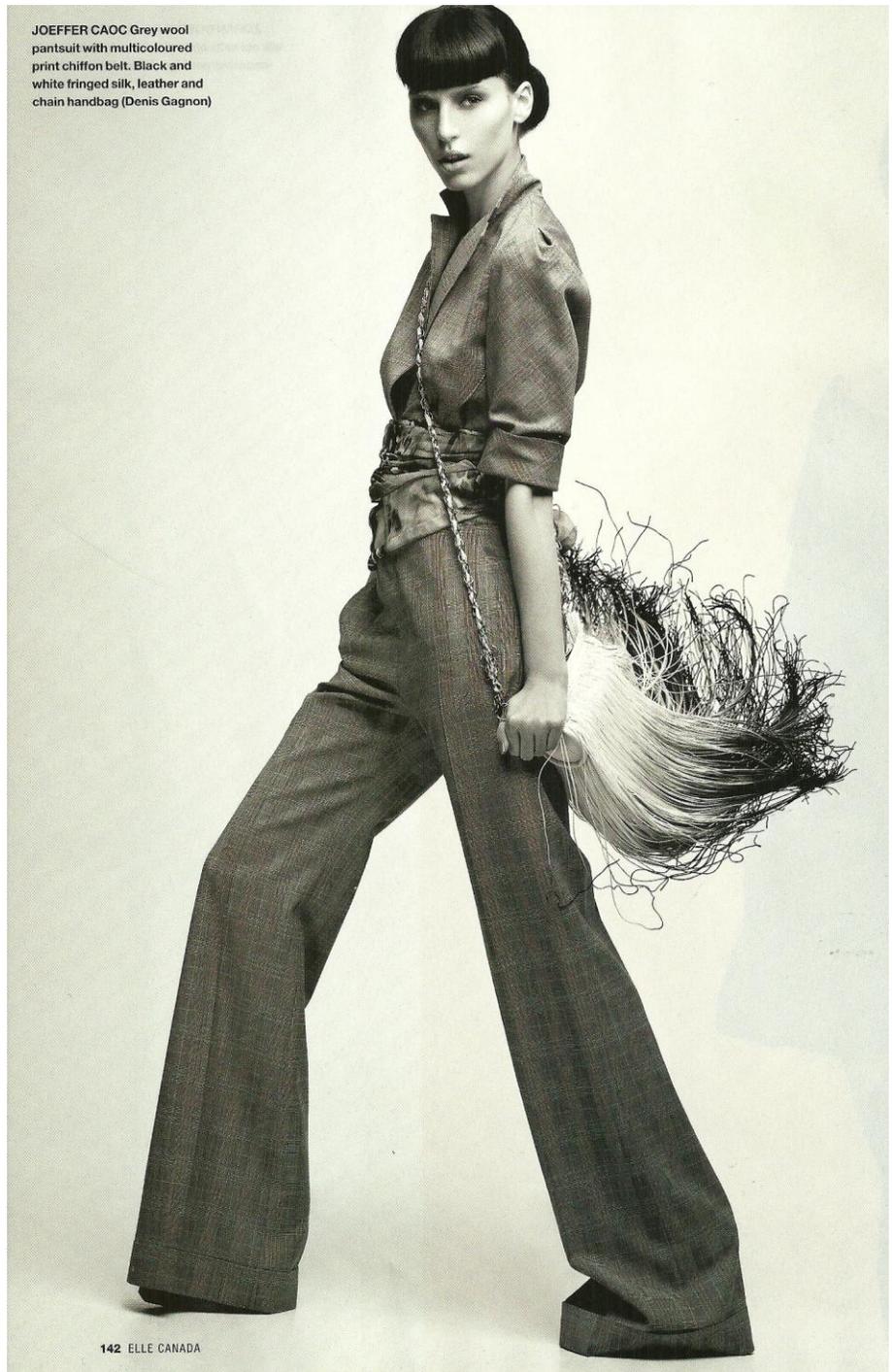
BY ERIN LUKAS OCTOBER 20, 2011

Joeffer Caoc showed us how to stay glam on and off the court in his Spring 2012 collection. Despite the early afternoon start time, the fashion week veteran drew in high profile attendees including Jeanne Beker and our very own Bernadette Morra. Models marched down the runway like they were about to play a championship game – a champion in a much more chic uniform. Sportif looks included loose tanks and shorts with flashes of fuchsia, orange, and blue layered under breezy jackets and tunics, singlet-inspired column dresses, and gold lame harem pants covered in black mesh. Aside from the occasional colour-blocked tote on the models' arms, Caoc held back on accessories. (Who wants to lose an earring during a game?) Next time Caoc is hosting a game of pickup basketball, we hope we make the cut.

Photography by: **JENNA MARIE WAKANI**



JOEFFER CAOC Grey wool pantsuit with multicoloured print chiffon belt. Black and white fringed silk, leather and chain handbag (Denis Gagnon)





COASTAL CHIC AT JOEFFER CAOC

Joeffer Caoc celebrated comfort, suggesting that next spring chic need be no more complicated than a tank dress, his version long and striped. Like the easy-does-it attitude, stripes are among the season's biggest trends. In black, white and beige, they were a refreshing feature of the jacket—loose, like a kimono—and trousers—slung low, like they just don't care— worn over a gold bra and brought to mind beach pyjamas, like it was 1930 on the Riviera.

Not only comfortable but among his most concise, Caoc's collection shown at the Brickworks Oct. 14 wrapped with golden gowns of shimmering satin and velvet the colour of champagne. The dresses had the glamour of 1930s Hollywood sirens but also simplicity that is simply now.
David Livingstone



JOEFFER CAOC

WHAT WAS YOUR FIRST JOB?
"SCOOPING
ICE CREAM
AT LAURA
SECORD."
JOEFFER CAOC



LEFT: JACKET, \$385, BIKINI
TOP, \$150, AND PANTS, \$425,
ALL BY JOEFFER CAOC.
SHOES, \$700, BY GIUSEPPE
ZANOTTI DESIGN. HAT, \$225,
BY LILLIPUT HATS. CUFF,
\$450, BY DANDI MAESTRE.
RIGHT: CARDIGAN, \$350,
BIKINI TOP, \$150, AND PANTS,
\$385, ALL BY JOEFFER CAOC.
HAT, \$225, BY LILLIPUT
HATS. CUFF, \$460, BY DANDI
MAESTRE.

STYLING BY GEORGE
ANTONOPOULOS FOR
ARTIST MANAGEMENT AT
PUSH. HAIR AND MAKEUP
BY DIANA CARREIRO FOR
TRESSEMMÉ HAIR CARE/
PIM.CA. HAIR ASSISTANT,
CODY ALAIN FOR PIM.CA.
MAKEUP ASSISTANT, CIA
SALDUTTO. PROP STYLIST,
MATT JACKSON FOR PIM.CA.
LOCATION SCOUTING
BY ZINC PRODUCTION.
FASHION ASSISTANTS,
ALLISON BOURAS AND
CAITLAN MONETA. FOR
NATIONAL AVAILABILITIES,
SEE BUYIT.



Silk dress (Joeffer Caoc),
leather belt (Hermès)
and acrylic cuff and
clutch (Carole Tanenbaum
Vintage Collection)





FASHION

NOV '08

LUXURY FOR LESS

WHEN TO SPEND, WHERE TO SAVE

FRAGRANCE SPECIAL

FIND YOUR SIGNATURE SCENT

To: *Jeffrey*
buy your stuff at your person's collection

FASHION'S FITNESS OBSESSION WE TESTED THE MIRACLE MACHINE

BONUS SHOPPING PULLOUT

OUR EDITORS' FALL FAVES

WE'VE GOT A CRUSH ON **KREESHA**

Canada's newest R&B star is red hot

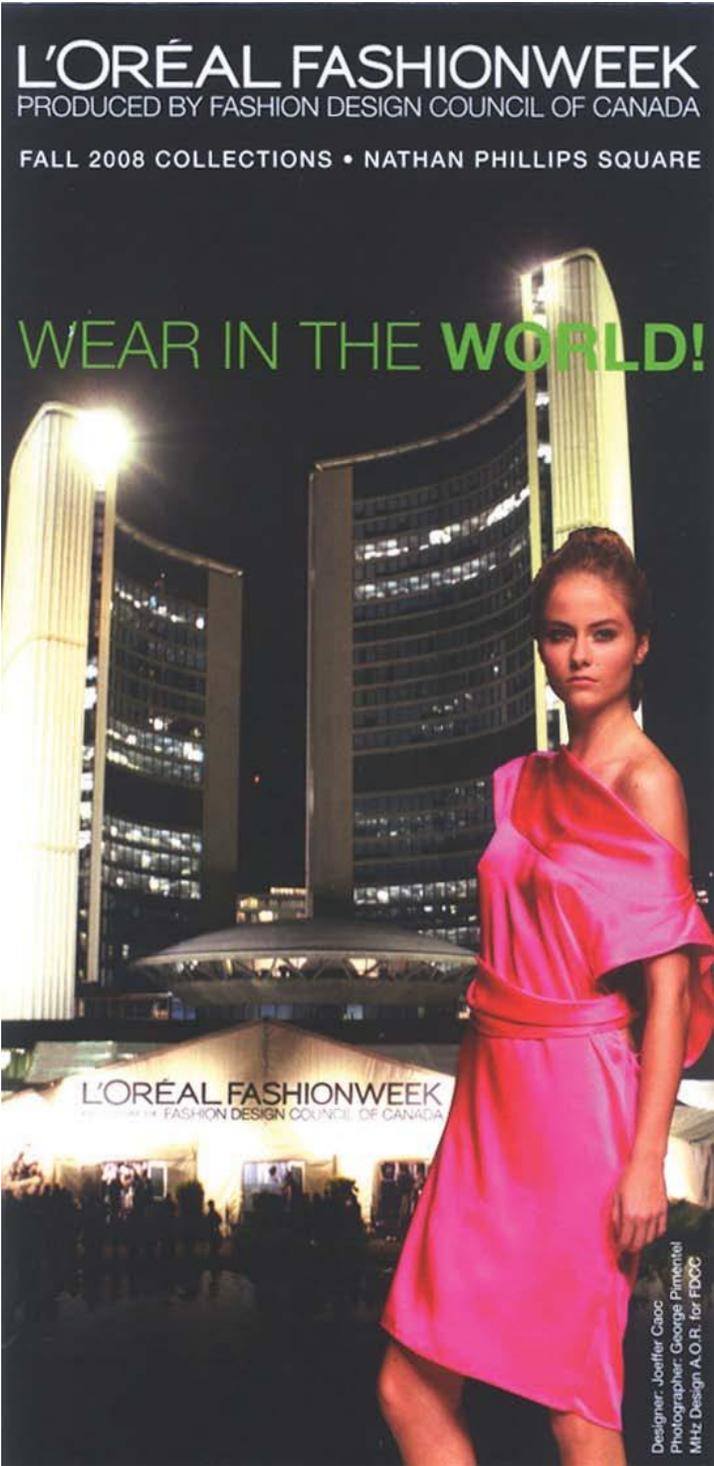
18 PERFECT BLACK DRESSES

22 PUNK PLAIDS

20 WINTER FLORAL FINDS

\$4.50 DISPLAY UNTIL NOVEMBER 17







“WHAT MAKES
BLACK FRESH IS
CLEVERLY MIXING
LUXURIOUS AND
UNEXPECTED
RANDOM
TEXTURES IN AN
ADVENTUROUS
COMBINATION.”

— JOEPPER CAOC

JOEPPER CAOC

Cropped alpaca- and merino-wool knit top with ostrich-feather skirt, suede and leather cube handbag (Christian Louboutin)



ELLE
CANADA
MARCH 2008

**BEAUTY
TRENDS
REPORT**

FRESH
LOOKS
FROM THE
RUNWAY

**CHRISTINA
RICCI**
DARK PRINCESS
SEES THE LIGHT

CANADA'S
TOP 28 DESIGNERS

**SPRING
FASHION**

BRIGHT COLOURS, PRINTS, FLORALS,
SATIN & STRIPES—ANYTHING GOES!

**GLAMAZON
MAKEUP**
BE BOLD &
BEAUTIFUL

**SLIM
CHANCE**
THE LATEST
RESEARCH ON
WEIGHT GAIN
(YOU'LL BE
SURPRISED!)

**BYE-BYE,
CELLULITE?**
25 COMMON
BEAUTY MYTHS
DEBUNKED

**VIRTUAL
RUNWAY**
WHO IS
YOUR STYLE
AVATAR?

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TORONTO FASHION WEEK < LIVING

Joeffer Caoc



Perfection. That was the conclusion one drew at the end of Joeffer Caoc's show, right. We've watched this talented designer grow stronger over the years, and Tuesday night's presentation confirmed Caoc has entered that rarefied stratosphere reserved only for true, unwavering talent. He employed a wide range of material — pony, feather, knit, jersey, leather, sequins and fur — and demonstrated a master's skill of mixing and using the right amounts in all the right places, such as an ostrich feather skirt paired with a soft, knit sweater. In less skilled hands, it could have amounted to a hodgepodge nightmare of surfaces and textures. Caoc's signature draping and origami-like folds were also there. A draped black dress with a slash showing a hint of skin was masterful and modern. Even when he showed restraint and pared back with just a simple sequinned dress under a clean spare coat, it was perfection.

Derick Chetty





JOEFFER CAOC

'I loved to play with my mom's dresses and fabric, so being a designer was inevitable!'

He's been named one of *Maclean's* Top 100 People to Watch and crowned "King of the Canadian Fashion Industry" by *Flare*, whose editor-in-chief Lisa Tant is an avid fan and friend. At the fashion magazine's party last week during L'Oréal Fashion Week, Lisa deemed herself "lucky enough to be wearing a dress that was designed expressly for me." She wore Joeffer's designs all week, in fact, calling him "one of Canada's leading fashion talents." Joeffer's spring '08 show was titled Momentum – aptly, since his career has steadily gathered speed since his 1995 debut. Jeanne Beker, supermodel Daria Werbowy, Angela Bassett and Julia Ormond are also fans.

Joeffer moved from Manila, in the Philippines, to Toronto at the age of three with his brother and their mother, Rosa, a seamstress. Even at that early age, "I loved to play with my mom's dresses and fabric, so being a designer was inevitable!" The former Lida Baday protégé, who created his Misura label in 1995 and launched his eponymous line in 2005, designs for "the woman who wants something a little different, but not a costume. It always has to be wearable." His designs are elegant, chic and modern. He's fond of curve-enhancing, well-tailored shapes, bright colours and luxuriously draped pieces made from sumptuous fabrics. Lisa has her eye on his "gorgeous silks in hot pink." As for his fall '08 collection, Joeffer offers one clue: "It will be something everyone can relate to."

Toronto's Joeffer Caoc is known for wearable, feminine shapes, bright colours and luxe fabrics. When designing, he asks, 'Where is she going to wear this?'



PHOTOGRAPHY BY TERRY O'NEILL
STYLING BY TARYN DAVIDSON
HAIR AND MAKEUP BY JEFFREY GOOD
JEWELRY BY MON PETIT
SHIRT BY LOWE JEWELRY

FOR SPRING IT'S A LITTLE MORE FUN AND FRIVOLOUS. IT'S '70S HALSTON
AND STUDIO 54.
JOEY CAOC



JEWELLERY SPECIAL! P.217

FASHION

**173
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PERFECT
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BEAUTY
AWARDS**

**THE
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LABELS
YOU NEED
IN YOUR
CLOSET
NOW**

**WHITE HOT
HOLIDAY**
HOW TO STAND OUT
IN A SEA OF BLACK

**90+ CHIC
HOLIDAY
GIFTS**

**GOURMET
GETAWAY
WORLD'S
MOST STYLISH
WINE & DINE**

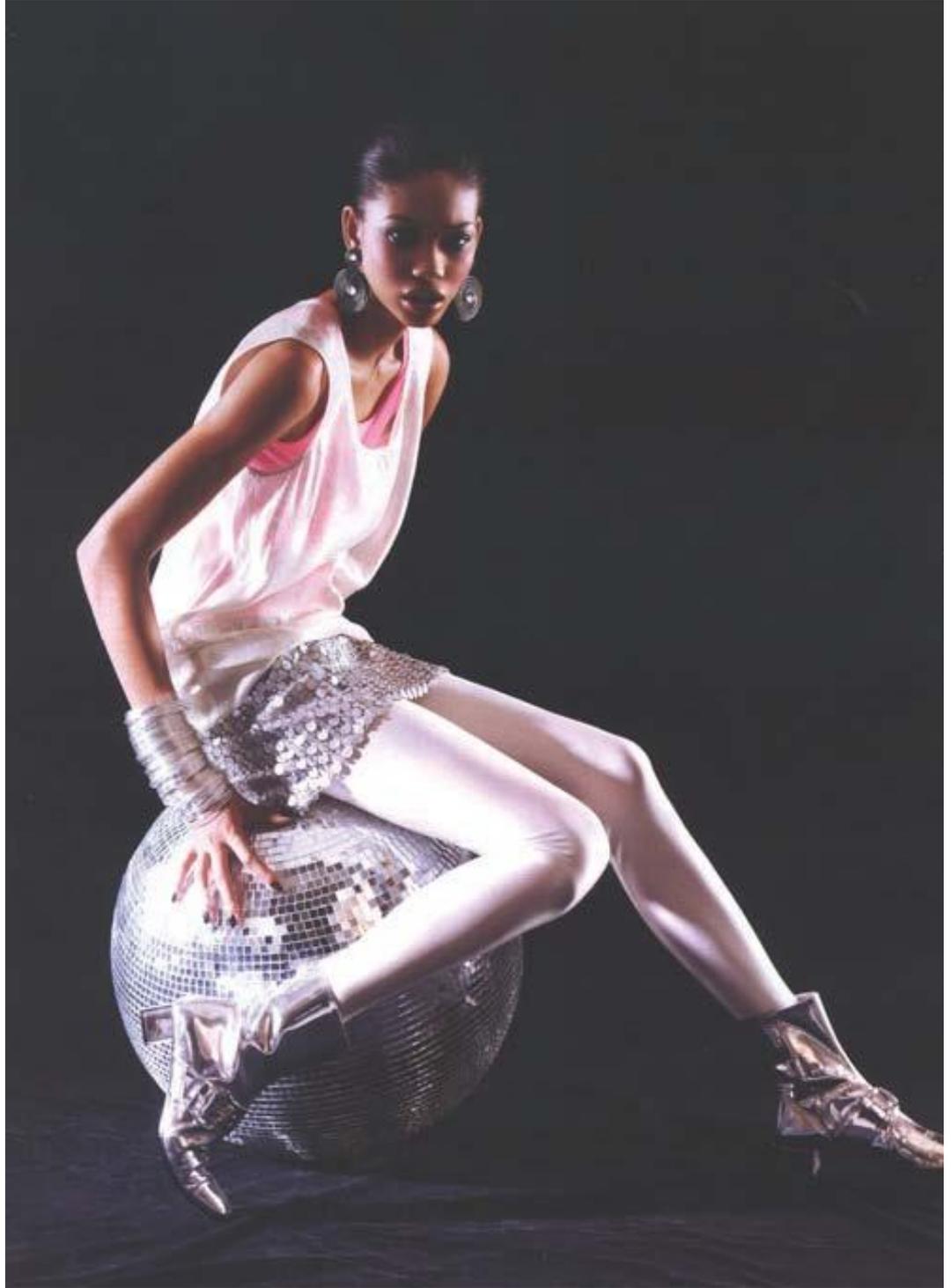
CANADIAN
COMEBACK GIRL
LIISA WINKLER

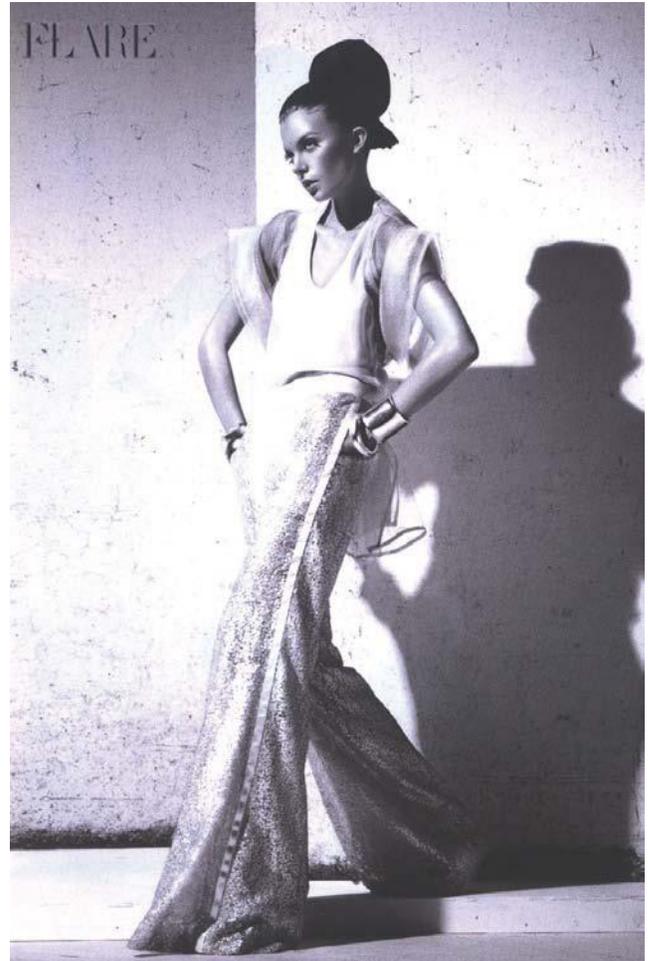
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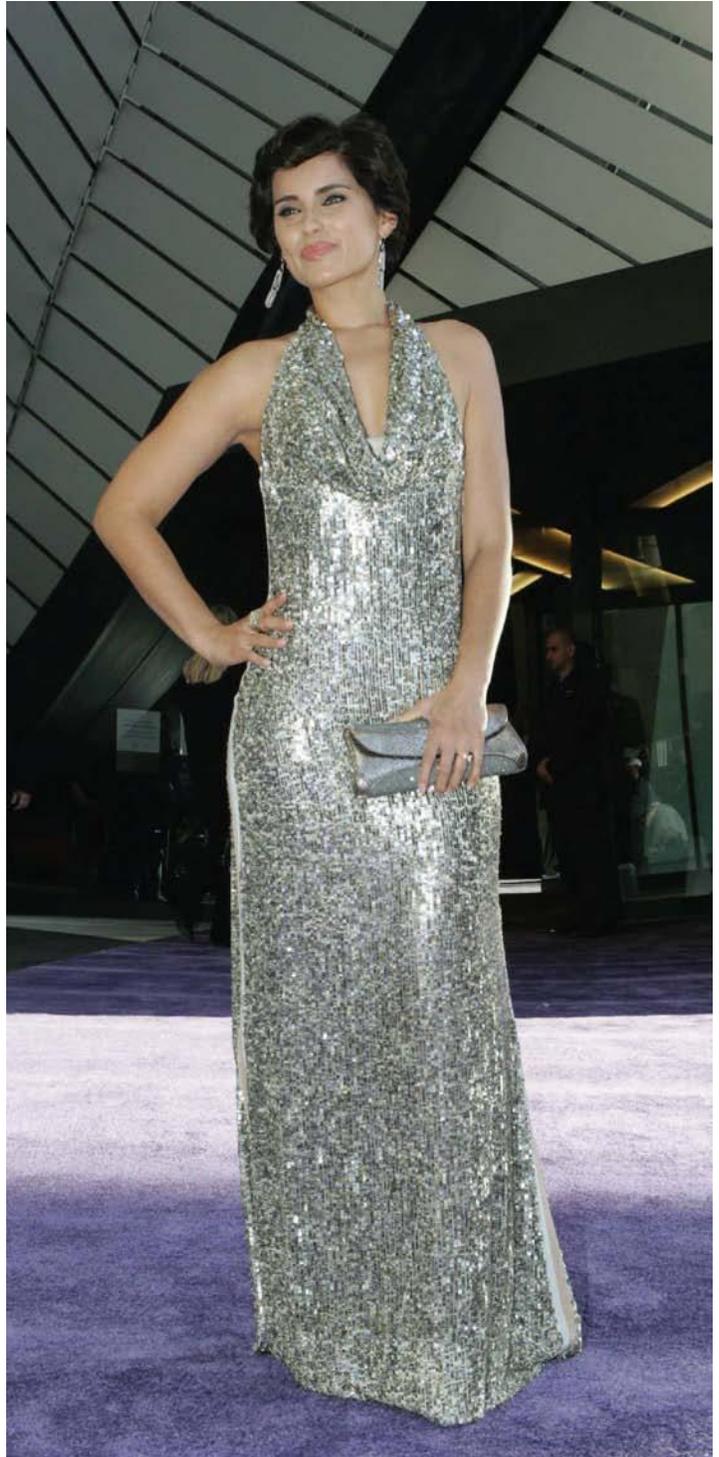
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Parotta: Belted asymmetrical silk-satin dress; White felt Lucie Lucie (Dagone), nylon and spandex tights (Mondori), pattern leather clutch (Wine Wood) and sequin-trimmed satin platform pumps (Domena Karan Collection); Jessica: Asymmetrical silk-satin top, high-waist wool skirt and shiny patent leather belt; White felt Lucie Lucie (Dagone), nylon and spandex tights (Mondori) and pattern leather boots (MICHAEL Michael Kors)









Joeffer Caoc is a leading Canadian fashion designer well-known for intelligent, modern and sexy design. The made-in-Canada JOEFFER CAOC collection is a long-time celebrity favorite; supermodels **Coco Rocha** and **Daria Werbowy**, legendary screen beauty **Jacqueline Bisset**, singers **Katy Perry**, **Shania Twain** and **Nelly Furtado**, actresses **Carrie Fisher** and **Angela Bassett**, and fashion maven **Jeanne Beker** have all embraced his distinctive style and design sensibility. Joeffer's work is also often seen on the cover and in the editorial pages of leading fashion magazines.

The collection is designed for women who desire the longevity and fit associated with classic tailoring, but who also seek the forward styling for which Joeffer Caoc is famed. It is available in fine specialty stores in Canada and the USA.

