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**ALWAYS FRESH
ALWAYS FREE**

The Contemporary Arts Museum Houston is pleased to announce that fashion designer Hyden Yoo has created sweaters exclusively for CAMH’s gallery attendants.

HOUSTON, TX (October 10, 2012) The Contemporary Arts Museum Houston is pleased to announce that Houston native and fashion designer Hyden Yoo has created custom-made sweaters for CAMH’s gallery attendants. Worn by the guards since earlier this year, it seems appropriate during Houston Fashion Week to boast about CAMH’s own sense of runway-ready style.

After receiving a degree in biology, Hyden Yoo decided to completely shift careers. Inspired by the men in his office wearing ill-fitting shirts, Yoo decided to pursue a path leading to the establishment of a successful clothing line. His startup funds, interestingly enough, were the result of winning an episode of *Fear Factor*. Hyden Yoo’s self-titled fashion line focuses on simple and clean updates of wardrobe classics. Beginning in 2008, “Hyden Yoo” was strictly a menswear line consisting of an assortment of sharply tailored button-ups, which quickly sold out from the shelves of his retailers. Building upon the success of his first season, Yoo expanded his collection to include women’s wear. He continues to set the bar high for emerging fashion designers and those interested in sartorial elegance. This is why CAMH curator Dean Daderko approached him when it was decided that the museum gallery attendant uniforms could use an upgrade.



Custom-made sweater designed by Hyden Yoo for CAMH’s gallery attendants.

"As someone who'd previously worn Hyden Yoo's clothing, I was excited to find out that he was a Houston native. His affordably priced line doesn't skimp on unique and refined details. So when it was time to replace the outfits our museum guards wear, I approached Yoo, who generously agreed to design and produce a unique, understated sweater. It's very satisfying for CAMH to be able to support the work of a local fashion design talent, and our gallery attendants look great in their new sweaters," says Daderko.



Having been tasked with creating a garment that was both practical and stylish, Yoo produced soft cotton knit V-neck sweaters in heathered charcoal gray, with a black, architecturally-inspired detail on the right shoulder. You can see Yoo's custom-made sweaters being sported by gallery attendants during CAMH's regular Museum hours Tuesday – Sunday.

GENERAL SUPPORT

Funding for the Museum's operations through the Fund for the Future is made possible by generous grants from Chinhui Juhn and Eddie Allen, Anonymous, Jereann Chaney, Jo and Jim Furr, Barbara and Michael Gamson, Brenda and William Goldberg, Mr. and Mrs. I.H. Kempner III, Marley Lott, Leticia Loya and Faye Sarofim.

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United is the official airline of the Contemporary Arts Museum Houston.

CAMH MISSION

The Contemporary Arts Museum Houston is a leading destination to experience innovative art. CAMH actively encourages public engagement with its exhibitions through its educational programs, publications, and online presence.

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GENERAL INFORMATION

The Contemporary Arts Museum Houston is located at 5216 Montrose Boulevard, at the corner of Montrose and Bissonnet, in the heart of Houston's Museum District. Hours are Tuesday, Wednesday, and Friday 10AM-7PM, Thursday 10AM-9PM, Saturday 10AM-6PM, and Sunday 12PM-6PM. Admission is always free. For more information, visit www.camh.org or call 713 284 8250.