FOR IMMEDIATE RELEASE

**Brooklyn-based Printmaker Launches Second accessory, The W28 Tote**

*- Clockworks Press® Creates Unique “Printmaking on Denim” as Portable Pieces of Original Art -*

OCT. 18 2109—[Clockworks Press](https://www.clockworkspressco.com/)®, a Brooklyn-based brand that combines contemporary design and sustainability to create unique, eco-friendly printed denim garments and accessories, is pleased to announce the launch of its second accessory, [the W28 Tote](https://www.clockworkspressco.com/store/p65/W28Tote.html).

The W28 is designed and each water tower was press printed by Clockworks’ founder [Holly E. Brown](https://www.clockworkspressco.com/bio.html), a Brooklyn-based artist and printmaker with over two decades of experience. Each bag is manufactured locally by [Park Avenue Trimming](https://www.parkavenuetrimming.com/) in Manhattan. Limited to only 25 bags in total, Clockworks Press will begin pre-order on October 18, 2019 through the company’s online store. The totes will ship in early December.

***The W28 Story:***  
​The W28 name stands for West 28th Street, NYC this is the location of the water tower featured on the tote. However, if you go to West 28th and Broadway you can no longer see the tower. In 2019 a hotel began construction on the same site and has completely blocked any street level visibility of the water tower. Luckily, I had photographed the water tower before this happened! This is the hand carved collagraph image that was press printed on repurposed denim for every W28 Tote. I have always been intrigued by how the city is constantly changing, I wanted to document the water tower as a symbol of strength in a world that is constantly in flux. A water tower holds one of our most valuable natural resources and one we need to protect.

***The W28 Details:***Proudly [***Made in NYC***](https://madeinnyc.org/company/clockworks-press-corp/) each First Edition W28 Tote bag is handmade using:  
  
 water resistant #10 Duck Original Martexin® wax canvas in Navy

Repurposed denim from jeans printed with [Recycrom](https://recycrom.com/) pigment  
 Repurposed U.S. Navy camouflage shirts  
 Italian veg-tan leather and YKK metal two-tone zipper with leather riveted pull  
 Hand-signed and numbered on the inside on a Tyvek® label​

Keeping in line with our sustainability goals we created an ink that combines the Recycrom™ pigment, made in Italy from textile production waste with fabric-based relief printing binders. The two-tone heavy duty YKK open zipper is a finished with a riveted pull in matching Italian veg tan leather. The open zipper allows you to use the bag as both an open tote or zipped and snapped at the sides for full closure. The two leather straps have a shoulder drop of 12" making it usable as a shoulder or a cross body bag. The tote has a light grey heavy weight cotton lining and two interior camouflage pockets that can accommodate your cell phone, iPad, small laptop water bottle and/or umbrella, making it the perfect all-around bag.   
Included with each tote is a tin of [Smith's Leather Balm](https://smithsleatherbalm.com/applications/) to condition the vegetable tan leather for life.

***Sustainable and Ethical practices:***  
Clockworks Press works hard to locally source as many materials on the East coast and in the USA. Working with a local Manhattan based family owned factory, Park Avenue Trimming who also maintains strong sustainable and ethical practices has been very important to Clockworks’ mission. For the W28 project Clockworks Press would like to thank L Train Vintage, New York for their help in sourcing the U.S. Navy camouflage shirts. This particular camouflage digital pattern was discontinued by the U.S. Navy in October 2019, therefore increasing the amount that would go into landfills. Clockworks Press decided it was important to reuse this particular color pattern for that reason alone. Clockworks Press founder, Holly Brown was raised as a child of a U.S. Navy father for the first 8 years of her life making the connection just a little sweeter!

**About Clockworks Press**

Clockworks Press® was founded in 2016 by Brooklyn-based printmaker Holly E. Brown. Through her bold graphic compositions Holly’s prints capture the structures of the urban environment around her. Using hand carved collagraph printmaking as the main medium she experiments by juxtaposing layers of texture with strong geometric patterns seen in architecture. In addition to creating works of art for the wall, she has translated her images into denim clutches, wearable garments, housewares, and now the W28 Tote! Holly received a B.F.A. from [Syracuse University](https://vpa.syr.edu/) and an M.A. from [Brooklyn College](http://www.brooklyn.cuny.edu/web/home.php).  Her work has been exhibited group shows throughout the United States and Europe with a solo show in the Netherlands in 2016. Holly’s prints can be found in the permanent collections of [The Library of Congress](https://catalog.loc.gov/vwebv/holdingsInfo?searchId=11026&recCount=25&recPointer=0&bibId=18553910), [Yale University](https://orbexpress.library.yale.edu/vwebv/holdingsInfo?bibId=9076601) and [Princeton University](https://catalog.princeton.edu/catalog/1179103) among others. She has collaborated with Juan Manuel Gomez of [@devberazul](https://www.instagram.com/deberazul/?hl=en), [Officina +39](http://www.officina39.com/), [Tonello](https://www.tonello.com/en) for *Magic Happens* at New York Denim Days 2018 and produced denim prints for a four piece limited edition capsule collection with denim brand [andagain](https://andagainco.com/). Holly also teaches art in New York City and printmaking workshops at [Atelier In Drukwekkend](https://www.atelierindrukwekkend.com/) in Delft, The Netherlands. The Clockworks Press studio is located in the Textile Arts Center at 505 Carroll Street in Gowanus, Brooklyn.

For more information visit [www.clockworkspressco.com](http://www.clockworkspressco.com) and follow on Instagram at [@clockworkspress](https://www.instagram.com/clockworkspress/).

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