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'Project Runway' Alum Puts His Mark on Detroit

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Dec 14th 2010 9:27AM / by Karen Dybis

Joe Faris is a reality television star, a fashion designer and, most importantly, a Detroiter. His new line, [Motor City Denim](#), is made entirely within Michigan. The former "Project Runway" cast member calls it "industrial couture," mixing high-fashion elements with an industrial edge. It will be in stores this winter. Faris, who also co-founded the popular runway show Fashion in Detroit, told City's Best contributor Karen Dybis that his ultimate goal is to create a Detroit-based garment industry.



Q: Why start a fashion line in and about Detroit?

A: Starting a fashion line in and about Detroit is really an homage to the community and environment that I love. Detroit, and Michigan, is such a magnificent place to be and our outlook in the face of all adversity is to dig in and get the job done. Because of our manufacture history that helped build this country the time felt right to start making one of the greatest American symbols next to the flag, denim jeans.

Q: What inspires you about this city and region?

A: What inspires me about this area are the people and the community. The history of what we've done and the history we are continuing to make. The land and more so the lakes. We also have the good fortune to be situated in the middle of the country.

Q: Tell me a little bit about Fashion in Detroit, which is now in its second year.

A: One of the goals for Fashion in Detroit was to put a spotlight on this area and get automotive companies to realize they can gear part of their business toward local fashion designers, giving them the ability to make their garments here.

Q: Why do Metro Detroit residents care so much about fashion?

A: Metro Detroiters are chic. We are trendsetters. We designed and built one of the ultimate fashion accessories, the automobile. And so by nature I think we care about what we wear because we're influenced by design.

Faris' Detroit Faves

Favorite breakfast spot: [Pancake House](#)

33703 S. Woodward Ave., Birmingham; 248-642-5775

Favorite sushi: [Mon Jin Lau](#)

1515 E. Maple Rd., Troy; 248-689-2332

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118 W. Lafayette Blvd.; 313-964-8198

Favorite nighttime hot spot: [Motor City Casino](#)

2901 Grand River Ave.; 866-PLAY-MCC

Favorite date-night spot: My backyard

Photo Courtesy of Joe Faris



Karen Dybis - *Writer*

Karen is a longtime resident of Metro Detroit who has no plans of leaving anytime soon. She has written about retail and shopping for numerous publications, including Time magazine.

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