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Credit: Nicole Sjostedt

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SOMETHING TO HUM ABOUT

NICOLE SJOSTEDT

Hum... the name sort of says it all; simple, welcoming, and peaceful. That is just the vibe this little gem of Canadian made and manufactured clothing and accessories store gives off. Owners and sisters Marianne and Melissa Jurcevic, came across the name when looking through a travel guide. "Our parents are from Croatia and Hum, a town in Croatia, is claimed to be the smallest town in the world." "It's a small, sweet, simple town, kind of how we wanted our store to be."

The sisters moved to Vancouver three years ago from Edmonton. "We're sort of joined at the hip," says Melissa the older of the two. With backgrounds in both business and marketing, Hum was a natural progression for this pair. Marianne's studies in Montreal quickly opened her eyes to Canadian fashion. "I found that there was so much talent out there, that there was no need to go outside of that. We wanted to help Canadian designers get their stuff out there."

What makes Hum stand out amongst so many other small independent boutiques on Main Street in Vancouver is its eclectic mix of Canadian brands all of exceptional quality and with a designer edge. Some of the brands that you'll find in the store include Valerie Dumaine, Viola Blanca, Body bag, Jack and Marjorie, and Nude Clothes with the average price ranging from \$80 to \$200. "We fully stand by quality and uniqueness in the brands that we carry and to each piece that we buy, we're very into muted details and one-of-a-kind pieces as it keeps us different," says the Jurcevic sisters.

Ten months in the running and menswear to add to the mix this fall, all seems to be headed in the right direction for this down to earth duo. For more information visit www.humclothing.com.

Hum: 3623 Main Street, Vancouver (604-708-5486, www.humclothing.com)

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