

hum

Hum is a specialty fashion boutique in Vancouver, British Columbia, that showcases an eclectic line-up of strictly Canadian designed and Canadian made womens and mens clothing, accessories & jewellery. If you're looking for unique and fashion forward pieces to add to your wardrobe, you're sure to find them here! Don't let this small 400 square foot space deceive you, Hum offers an extensive array of items that are guaranteed to be conversational pieces.

Hum takes a minimalist approach to showcase beautiful pieces from talented designers such as Valerie Dumaine, Majolie, Jack & Marjorie, Bodybag, Biko Designs and Vancouver's own Allison Wonderland and Shereen DeRouseau. Hum also carries new designs to the west coast such as White Label, Anastasia Lomonova and Our Faith & Fortune.

Founded by two sisters, Marianne and Melissa Jurcevic, Hum's mission is to increase awareness of Canadian talent in fashion design. The boutique's doors opened in September 2006, at 20th & Main, a lively and emerging fashion district in Vancouver. With its fresh atmosphere and unique collection of designs, Hum is sure to attract the attention of many.

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