

ENTERTAINMENT

Clothing designer has the "Wright" stuff to succeed

By Lee Bloom

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Bright lights. Stacks of books. Comfortable reading chairs. A small café.

Not your ordinary fashion show setting.

But Glenn C. Wright, owner and head designer for Just the Wright Look, isn't your ordinary designer.

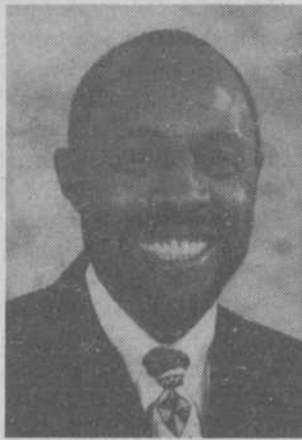
Using rare and exquisite fabrics, Wright and his designers create unique designs for everyday lifestyles.

"We create real clothes for real people," Wright said while standing in the music section of the bookstore turned fashion gallery, following a showing of his spring line.

Model after model, wearing unique designs for all occasions, bolted from behind the stacks of books. The fashion show's theme: "Meticulously accentuated individuality."

From the form fitting cat suits and flowing gowns, to wedding apparel and dynamic men's suits, each piece lived up to the show's billing.

Just the Wright Look studios is just as atypical as its owner. Four designers from four different fashion schools and four different countries: Turkey, Nicaragua, Germany and the United States, melded to their talents. Wright believes the mix keeps his fashion house fresh and unique. "It takes a whole team," he said.



GLEN C. WRIGHT

Inspired by a life-long passion for clothes, Wright left his native Seattle, his car packed with machines and his mind filled with dreams, and headed to Las Vegas to ply his design skill — more than 30 years in all — in the entertainment capital of the world. Using a one-room apartment as his studio, he introduced Las Vegas to his clothing concepts.

Now, working from his studio on South Jones, he hopes to open his ideas to the world via the targeting of the millions of tourists that trek through Las Vegas each year.

Prior to expanding his "Just the Wright Look" concept to Las Vegas from Seattle, Wright made several trips to Las Vegas to create his "bench made suits" for various local designers and visit his mother and two sisters. During the visits, he noticed the city's rapid growth of Las Vegas and realized he could fill a niche for unique clothing.

He borrows a philosophy on human nature from his college psychology professor: The mind sees in pictures, the subconscious believes only what we tell it, and every person wants to prove themselves right.

Wright pictured the potential Las Vegas held for his fashion design business, told himself that he would thrive in a large, revolving market, and after nine weeks of business is proving himself "Wright."



Models showed the audience an array of fashions from the collection of Just the Wright Look designers.

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