

Program Hits Streets in F

Father Gregory Boyle. The food truck is the 10th business to launch since its founding. It also operates a farm-to-table restaurant called **Homegirl Café & Catering** as well as silkscreen and embroidery services.

Steven Barkulis, manager of Homeboy's food truck, said it started serving two weeks ago as a test run before it officially launched last week.

"Things are going great," said Barkulis. "I hope that it continues further."

Menu items range between \$2.50 for tacos and \$9 for chilaquiles.

Photo Wrap

It might look like standard colorful clothing, but when you unravel an **Ink+Tailor** scarf or wrap, it's actually a photograph that's been imprinted on the fabric.

Co-founders **K'era Morgan** and **Maya von**

Geldern launched their photo-printed line of scarves and wraps in July and recently secured distribution with **Fred Segal**, where an exclusive collection will be carried at the Melrose Avenue store next month.

Morgan said the idea to use photographs instead of prints or textiles was to find a more permanent and creative way to save images.

"When you put it on a piece of fabric, that image changes and takes on new meaning," she said. "And when you start to drape it and wrap it on the body it can be quite beautiful."



Morgan



Von Geldern

Von Geldern added that the image itself becomes a pattern.

Ink+Tailor's first collection features 12 pieces with images such as an antique Remington typewriter and locks attached to a fence along a bridge in Paris.

Morgan and Von Geldern take photos during their travels then incorporate them into a collection. Prices, based on width, vary from \$198 for 19.5 inches up to \$242 for 33.5 inches.

Ink+Tailor was established last year with headquarters in downtown Los Angeles and Portland, Ore. Its products are carried at about five boutiques, including **Boca** in Pacific Palisades. Printing is done at a facility in North Carolina, while the sewing and finishing is all done in downtown Los Angeles.

Von Geldern said the company has also been asked to do custom images for clients. For example, a retailer in Hawaii inquired about doing a collection featuring images from the island.

"We started to think about it and thought sure," she said. "We'll have to travel and go on a photography trip — there are worse things to do."

Revolving Doors

Fast-casual restaurant **Asian Box** of Palo Alto will open its first downtown L.A. location, at Union Bank Plaza, in two weeks. ... Steakhouse and seafood restaurant **Ocean Prime**, which first opened in Troy, Mich., will open a location in Beverly Hills in the fall, its first in Southern California. The 11,400-square-foot space will seat about 350 guests and will have three private dining rooms. ... **Garlo's Aussie Pie Shop**,



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