

# Biography of Joanne Jones, designer

At age five, Joanne's mother Faith shows her how to operate a sewing machine leaving her unattended with instructions to practice threading the machine and sewing straight lines – with no thread in machine – on a piece of paper.

Joanne's mother returns home three hours later to discover her daughter had designed, cut, and sewn a strapless bikini (lined in a complementary colour!) out of the middle of 5 metres of forest green fabric. A designer is born.

Joanne's university studies culminate in a fourth year thesis on recycling which inspires her to strive to reduce, reuse and recycle as much as possible in her life.

In her 35th year Joanne begins to learn about the young ladies in the developing/third world, especially South Africa and Lesotho. She falls in love with their spirit, their intelligence, their articulate views and is struck by the idea that all they need is someone to help them rise up from obscurity – to help shape the “raw material” of their lives – and give them access to education so their potential can be realized.

When Joanne meets the Marimba Kidz from Dobsonville, Johannesburg, South Africa she connects with 6 young female members of the band which is made up of 30 children ages 14 to 18 years. In speaking with these young women, Joanne sees her chance to blend her passion for design with her desire to create opportunity for the developing world's young women. Much as she gives new life to discarded items in the form of her handbag, mitten, and hat designs, by contributing a portion of the proceeds of sales to scholarships for South African girls, she is creating an opportunity for them to be restored and find value again through post-secondary education and the doors that education can open.

Joanne's work is sold primarily from her home studio in Cambridge, ON and through her website: [www.minedrecreations.com](http://www.minedrecreations.com). In fall 2006, she exhibited in her first public show at the Markham Christmas Design and Craft Show.

Fast forward to age nineteen. Joanne is accepted to the International Academy of Merchandising and Design in Toronto. In late August, just before her studies were to begin, she is diagnosed with a blood infection that leaves her bedridden and on heavy doses of antibiotics until mid-October. Having missed half of the fall term, her father felt it was best to defer enrollment until the following school year.

During that year, she is persuaded by her parents to enroll instead in a university program studying political science and economics; the following fall begins studies at university, placing her dream of being a fashion designer on the shelf.

During a particularly difficult stretch of her life, Joanne attends her first One of a Kind Show in Toronto. She dreams of one day becoming an exhibitor.

Not long after, Joanne is inspired to take her design skills and apply them to mining massive amounts of rejected post-consumer goods (especially denim – “mined” is denim spelled backward!) that are languishing in consignment and used clothing shops. With no formal design or fashion training, she begins mixing denim, wool and leather items to form new fashion creations that can be given new life. mined reCREATIONS is born and Joanne sells out her first season of handbags in fall 2005!

**This year, mined reCREATIONS launches a comprehensive website for online shoppers featuring 5 styles of handbags in the 2007 line.**

**mined reCREATIONS also announces the offer of custom handbags made from your favourite treasures - sweaters, blankets, jeans, belts, let your imagination run wild!**

**mined**  
reCREATIONS

a division of J.E.J. Enterprises, Inc.