

## Inspired tie-dye

March 06, 2003|By KRT. Edited by Cara DiPasquale (cdipasquale@tribune.com) and Kris Karnopp (kkarnopp@tribune.com)

Jamie Levin would probably tell you that a spiritual convergence is responsible for the success of her line of tie-dyed clothing that she calls Spiritually High Dye.

While she's been at it for more than 15 years, it wasn't until last year that sales for the Chicago native's clothing line begin to soar.

But don't look for Levin's work in head shops or those \$6.99 bikini stores on the beach.

Instead, Levin's line is sold in high-end women's boutiques in South Florida and Chicago.

Levin's tie-dyed products don't just feature the standard oversize T-shirts. Her line also includes capri pants, one-shouldered tanks, even thong panties in high-quality cotton. Retail prices range from about \$45 for a spaghetti tank to \$75 for fleece yoga pants.

Levin's designs start with a black fabric base, followed by colors applied via a top-secret process. Unlike other tie-dyers, she applies color by hand instead of immersing the clothing in buckets of dye.

Tie-dye may have been born in the counterculture of the '60s, but in Levin, 42, the art has found a modern advocate, someone who's style-savvy yet remains true to her ideals.

For Levin, who attended her first Grateful Dead show in 1980 (and stopped counting concerts after she hit 100), the Dead and its audience were the big, extended, loving family she never had as a child. Her parents divorced when she was 10.

"My spirituality is about acceptance and love," says Levin, who came to tie-dye after being an acupuncture therapist. "I'm a real hippie and I'm proud of it because what I represent is what everybody needs in the world."

### Shopping guide

Look for Spiritually High Dye designs by Jamie Levin (above) at these Chicagoland boutiques:

- Madison and Friends, 940 N. Rush St., 312-642-6403
- All About Me, 300 Village Green Drive, Lincolnshire, 847-821-7400
- Flashbacks, 865 Sanders Rd., Northbrook, 847-498-6020
- Camp and School Store, 737 Hastings Drive, Buffalo Grove, 847-520-5553
- For more information, visit [www.spirituallyhigh-dye.com](http://www.spirituallyhigh-dye.com).