

The two-minute art tip segment opens with several small videos on the screen from past shows, plus the text "I like shiny". The title of the segment also appears which is "Because it's amazing, that's why".

Hello and welcome to Cheap Joe's Art Stuff. My name is Julie and I'm here to impart some knowledge to you today via two minute art tip. And today's tip I'm bringing you the secret down low, the extra juicy info, the inside tip. I'm going to tell you a little bit about my experience with a certain product. I think that the best compliment, and like you really really know you're doing something right, is when somebody sees your work and is like "Oh my God how did you do that!?" But really and truthfully, material can make such a difference in the way that you work. It can totally change the the capability of the things that you can do and, as you know if you've been watching my videos for a while you know, that I occasionally like to rock out and paint a denim jacket. You know, I have painted some for my nieces in the past, done custom jackets for all their cute little unique personalities. (On screen is a picture of one of those custom jackets with a space scene kind of like the Milky Way galaxy on the back.) One was a space one and then a ballet one, and then (another picture of a custom jacket on screen with ballet slippers painted on the back, first a close-up shot of the jacket then a wider shot) even did a peace love and surfing one (that custom jacket is on screen

with a painted van, like a Volkswagen van, beach scene, palm tree, and peace sign on the back) for another one of my nieces and stuff.

One of the things I've really gotten into is painting jackets (the Greta Van Fleet Dreams in Gold Tour 2022 logo is on screen and dissolves into a picture of Julie and her friends at the concert) to go see my favorite band in concert. I'm a fan of Greta Van Fleet and part of the experience is kind of like (a rear view picture of Julie is on screen featuring her walking down the sidewalk to the concert wearing her latest custom jacket which has on the back the Greta Van Fleet drummer and other custom decorations) having your fun outfit and getting really really into it (on screen is a picture of Julie, her husband, and daughter having some fun at the concert) and going to the thing (it's another picture of Julie and her family getting ready to walk in to the concert) and just really kind of enjoying the experience with the other fans (another picture of Julie, her daughter, and a friend having a great time at the concert. Her daughter also makes a face at the camera) because they are kind of like a little community. (It's a picture of Greta Van Fleet on stage in concert on the screen.) You know, I've painted jackets in the past. There is a little bit of a control issue like a balance of how much fabric medium you mix into the thing, how much the paint sits on top of the fabric versus how much of it soaks in. But I'm here to tell you I have come across a product that I

absolutely love for fabric painting. Now this is the magic potion right here. (Julie reaches over and picks up a bottle of the Jacquard Lumiere Acrylics and then a picture of the product web page appears on screen.) This is from Jacquard. This is Lumiere Light Body Acrylics and they come in tons of different colors. (Samples of all the available colors appear on screen and those colors are Brass, Bright Gold, Burgundy, Burnt orange, Citron, Crimson, Grape, Halo Blue Gold, Halo Pink Gold, Halo Violet Gold, Hi-lite Blue, Hi-lite Red, Hi-lite Violet, Indigo, Metallic Bronze, Metallic Copper, Metallic Gold, Metallic Olive Green, Metallic Russet, Metallic Rust, Metallic Silver, Old Brass, Pearlescent Blue, Pearlescent Emerald Green, Pearlescent Magenta, Pearlescent Turquoise, Pearlescent Violet, Pearlescent White, Pewter, Rose Gold, Sunset Gold, Super Sparkle, and True Gold.) Especially metallics, which you know that I'm going to like. I mean shiny, I'm gonna like that, but as you can see, I rely on some gold quite a bit and I'll show you why.

This is so kind of special (Julie rises from her chair behind the desk to reach over and take down two custom jackets behind her) featured this jacket before because I did just this back panel, one stage of it, for one show and then when I was going to another show recently (the back of one of the jackets is on screen which has scenes and emblems associated with the band Greta Van Fleet with colors of blue and gold) it needed an upgrade. You can't just go wearing the

same outfit again, yo. So we added some more and, as you can see, this is where I use the Lumiere (Julie is pointing to a circular line image painted in a gold color) and you can see that it holds a very very tight line. I actually painted this, a lot of this detail, with a very small brush (a photo of the brush slides on screen from left to right) you can see pictured in this photo. But I was able to get all of the detail that I wanted easily and it holds, it dries quickly so you're not having to sit there and worry "am I going to drag my hand through this, what's going to happen", you know all this kind of stuff. (Julie turns the jacket over to show the front which features more band symbols painted in gold.) And it just works wonderfully, you get all the kind of detail that you want and it's clean, the coverage is good, it doesn't get muddy when you layer it, and I've been able to mix it with my other existing acrylics and it still has that amazing pop and the shimmer that I like and all that kind of good stuff. Plus we got like cute little jewelry pieces on it too, so. (Julie points out the jewelry pieces that are on the jacket and then removes the jacket from the desk.)

And then this is the one that I think that you can really see the magic of Lumiere the best. This was for the most recent show I went to in Charlotte. (Julie shows the back of the most recent jacket which does indeed feature Greta Van Fleet drummer Danny, which she has painted along with other symbols all in a gold color.)

And this features my favorite drummer, Danny, on the back which was done with American Journey Acrylics and Cheap Joe's Prime and also some Golden. But as you can see, there's a whole bunch of gold going on right here and this is with the Lumiere exclusively. And you can see that you can hold an amazing sharp (Julie points to the line work on the jacket) unreal line with this stuff and not have it run, not have it bleed all over the place, you don't get muddy color, you get really strong brilliant gold color, and it is so much fun. I had the best time doing this jacket. And then I'll show you the front. (Julie picks up the jacket and shows the front.) This has a moth featured on the front (the moth is really painted in great detail with gold wings and green eyes) as well as on the sleeves here. But this was super fun because this was Lumiere and Golden and American Journey, and then what we did was, you really do have to plan out placing it a little bit, when you're doing this kind of stuff (the left eye of the moth was hidden by the jacket collar, so Julie painted the eye also on the collar so it wouldn't be hidden) and I didn't really consider that it was going to fall on the collar like this so we painted it on the inside and on the top because I'm just that kind of person.

But I'm just telling you if you want to really really change up your fabric painting ,because this is (Julie holds up the product bottle) flexible, this already has fabric medium in it so you're not having to worry. As you can see,

it's flexible, it doesn't crack, (Julie bunches up a section of the jacket to show that it doesn't crack) and it's absolutely fantastic, a real, real game changer, can't say enough about it. One of my favorite products. (the product web page appears on screen) Check it out, Jacquard Lumiere Light Body Acrylics available here at Cheap Joe's and we hope that you enjoy!

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