

HONOLULU

Lei Chic

HONOLULU Fashion Week Designer Spotlight: Hawai'i-Inspired Scarves From Ink & Tailor

THESE DESIGNERS PRINT THEIR TRAVEL PHOTOS ONTO CHIC, ARTSY SCARVES.

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When it comes to snappy style, you're a real sharpshooter. It's gotta be cute, it's gotta be comfy, and it's gotta have that flash of creative inspiration.

Well, picture this: soft, silk-blend scarves printed with photos of Hawai'i and made specially for the HONOLULU Fashion Week Pop-Up Shop by West Coast-based Ink & Tailor. The brand is designed by friends Maya von Geldern and K'era Morgan. Van Geldern, who hails from the Islands, took special care to make sure her photos for this special collection stayed away from cheesy clichés such as palm trees, instead sticking to lesser-known locales for a more unconventional angle. Think shots of gritty Chinatown and exotic Shangri La.

After working in PR and event planning, the former art school roommates teamed up and took a shot at running their own creative business in July—and everything clicked. Ink & Tailor scarves are inspired by travel, and are printed with the duo's photos of destinations around the world, including Paris, Spain, New York and San Francisco. The current line features urban scenes, with a nature-inspired collection slated for next spring/summer—a whole new world of images that you can wear around your neck.

We call that picture perfect.



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