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lifestyle & influence

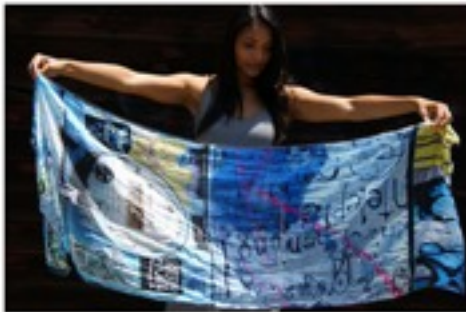
FEATURE

7 Confessions: A Conversation with — Ink & Tailor Founders, K'era Morgan — and Maya von Geldern



It's not easy being the new kid on the block—just ask K'era Morgan and Maya von Geldern, founders of the artisanal scarves line, [Ink & Tailor](#).

Starting off small and being a new face in a crowded fashion/accessories business, which isn't necessarily built for small, independent companies, are some of the challenges the former college roommates face with starting Ink & Tailor. However, armed with perseverance, versatility and willingness to rely on each others' experiences and strengths to keep things running smoothly, the duo are rapidly growing their brand into one of the top collections to covet this holiday season.



Just months after launch, Ink & Tailor has already tackled a number of impressive feats, including a showcase at Honolulu Fashion Week and a Spring/Summer 2015 collaboration with women's contemporary e-commerce retailer, Daniela Corte. Expect plenty of vibrant things from Ink & Tailor in the New Year, and also a soon-to-launch holiday collaboration exclusive to a very well-known boutique in L.A. It's top secret until later this month but trust us—it's well worth the wait!

To hold you over until then, K'era and Maya get candid about the importance of taking risks, quitting their jobs to start their business, and how they'd spend their last \$100:

1. What has been the single most valuable lesson you've learned in your career so far?

MvG: *To never give up on doing what you love. It's not always easy, but I've found I keep coming back to it, and it keeps getting better!*

KM: *Do what you love. It sounds so cliché but I read a quote recently that really hit the nail on the head: "Wast what you want. Work your butt off to get it. If not, you'll spend the rest of your life working your butt off for what someone else wants." We spend too much time working to hate/abhor what we are doing day in and day out. If you are miserable, figure out why and make a change.*

3. What are some things you told yourself when you first started Ink & Tailor to motivate you to pursue it?

MvG: *To believe in the timing of things. K'era and I were both at a jumping off point, in terms of being ready for a change in our careers. The timing of it, after being friends for 20 years, was perfect! I also reminded myself of all that we collectively bring to the table, knowing it would turn into something great. I followed my gut instinct in this, and believed in it.*

KM: *Believe, stay focused and make it happen. That was and still is my mantra. I still have to pinch myself some days to actually believe what was just an idea hashed out over girl talk and beers is a reality. Of course, we couldn't have done it without believing in one another or the concept. Not letting anyone or anything sway us from our vision of Ink & Tailor was key especially during the very early stages. And in the end, it's all about action. We stopped talking about it and started doing it.*

4. I would spend my last \$100 on:

MvG: *Food for a dinner party on my deck with family & friends.*

KM: *Wood and s'more fires for a beach bonfire with family and friends.*

5. If I had one week to escape I would go to:

MvG: *Venazza, Italia. I lived there for years, and miss it everyday. I miss speaking Italian everyday, and can't wait to take my husband and son there to visit!*

KM: *Somewhere on the coast of Bahia, Brazil... like Trancoso Beach for hanging and sipping caipirinhas or Salvador de Bahia, the birthplace of capoeira and the bastion of Afro-Brazilian culture.*

6. I love to brag that this item only cost:

MvG: *\$12.00! (Army Surplus Bag)*

KM: *I bought this killer purse in an artisan market in Rio that only cost me around \$30 USD after converting from Brazilian Reals. Totally handmade, mixing macramé and handtooled leather, this bag would easily go for several hundred dollars in the U.S. I haven't seen anything like it since.*

7. The current star of my closet is:

MvG: *At the top of my list for years: A floral maxi-dress that my mom wore in the early 70's. Thankfully the print isn't obnoxious enough to ever look dated, and it's fit me since I was 18!*

KM: *A prized caftan I bought on a trip to Morocco that has a hand embroidered sash that ties just below the bustline—it's the real deal. I should wear it more often but it's stark white and I'm afraid I'll stain it.*