



INK & TAILOR LAUNCHES 3RD COLLECTION AUTUMN/FALL

Fashion News / Featured / October 23, 2015

Los Angeles 16-10-2015, www.inkandtailor.com

The talented duo behind Ink and Tailor, a unique creative brand that was launched in 2014, are creating a name for themselves as textile designers/artists that turn their works of art into must-have accessories that can be enjoyed day to day. Sold through select online retailers and niche boutiques where they have outposts primarily along the West Coast of the U.S. including, California, Oregon as well as the tropical isle of Hawaii, Ink & Tailor is a unique fashion accessory with a growing base of fans. Their photographic inspired scarves can be worn year around by men and women; with a little creativity they are often tied various ways, transforming the scarf into a sarong, a slinky top, or vests. And, for the more fashion-forward client, their scarves are the ideal turban or headwrap.



This will be the second year of business for Ink & Tailor and things are growing fast! Working with artisan printers and a manufacturing team in Los Angeles as well as Italy, finely woven textiles blended with silk become canvases, depicting their unique color photography. Each of their scarves have a story, if you visit their website www.inkandtailor.com, you will see a small quote about the scarf as well as the location of where the featured image was photographed. A lot of thought, time and care goes into creating the collections, from the concept to photography to the story told.

Photos presented here are from the third collection, which introduces the new silk modal scarves, featuring fringed edges for Fall/Winter 2015 whereas the previous two collections were made of a soft silk cotton voile that had a nice sheen to it and gets softer and softer over time.

"We loved balling them up and untying them to create this winkle texture, which added even more dimension to the photographic images. However, as we love textiles we were on the hunt for another silk blend that felt like cashmere, but still lightweight yet a bit warmer in addition to the voile. Collection 3 is also probably our most masculine collection to date.



There are a lot of urban, architectural and graphic details that we notice men are drawn to more so than our previous collection which was very nature inspired."

What does the future hold for these two young and beautiful designers K'era Morgan and Maya von Geldern? *"The other industry we would like to take on is home decor someday. Maya and I have so many ideas on the various applications our designs can take for the home, from upholstery to throw pillows to table runners and cloth napkins."* Honolulu's Fashion Week where they will debut the resort wear and being showing caftans and kimonos in select prints taken from their scarf collections. *"We are doing quite a bit of custom orders and collaborations with other apparel designers to create prints to be used for various RTW pieces. We love doing custom work and wanted this to be part of our business model however, we didn't think it would start off so soon and with the volume that it has."*

We've had some big brands and designers we respect approach us about creating designs and collections for them. And brands you wouldn't normally associate with fashion accessories like luxury liquor and spirits companies, a winery, and even an automobile company. *"It's not easy starting a company and running a business, especially when there aren't different departments to handle the multiple details that go into a business or big budgets, for that matter. We are not only the creative and design department, but sales & marketing, accounting, business development, etc. The silver lining, undoubtedly seeing people wearing our creations and knowing people believe in us and what we are doing."*

