

Oda: San Francisco Fashion Week Sneak Peek

By Lauren David Peden

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San Francisco's second annual fashion week kicks off next Wednesday, August 24th, and to commemorate the occasion, Fashion Wire Daily will be profiling a different Bay area designer for the next six days to give you a taste of what to expect on the runway. First up: Oda.

THE LABEL: Oda (means "ode" in Spanish), designed by Angie Kim, 28, Mandalyn Begay, 30, and Maggie Kim, 28.

LAUNCH DATE: September 2005

SF FASHION WEEK SHOW: Friday, August 26th

BACKGROUND: All three are currently studying fashion design at the Fashion Institute of Design and Merchandising in San Francisco and they each received a BA from Dartmouth College; twins Angie and Maggie both majored in environmental biology and Mandalyn majored in studio art.

WHY FASHION? "We like to think of fashion as a wearable means of artistic expression and a relatively new way for an individual to be creative in their everyday decisions," Angie Kim told Fashion Wire Daily. "Through our designs we hope to show that people can look different and beautiful in garments not typically found in the marketplace. We want to promote socially conscious and environmentally sound ways of creating fashion. Clothing is a consumer good that everyone is dependent on so we believe it's important to provide a thoughtful alternative that people can trust was manufactured in the best possible way."

STYLE 411: Two words - whimsical elegance for men, women and children.

"We make creative garments that are imaginative and utilize texture and color to add visual complexity," says Kim. "Our embellishments are often hand knit or hand sewn. Our clothes tend to accentuate the beauty in imperfection with the use of raw edges and asymmetry. We strive to create novel pieces exploring contradictions of fullness and fitted silhouettes. For example, our looks include exaggerated necklines, full skirts and nipped-in waists, lots of layers and trims. We use sleeves that are cinched, smocked or puffed with shoulder details."

PRICE RANGE: From \$150 for a knit shirt to \$750 for a jacket.

IDEAL CUSTOMER: "A successful woman who lives in an urban, fashion-centric city or is a rural rebel completely dedicated to fanciful fashions. She's creative and eco-friendly, worldly, alternative and a little eccentric. She's a fashion leader and not afraid to stand out from a crowd."

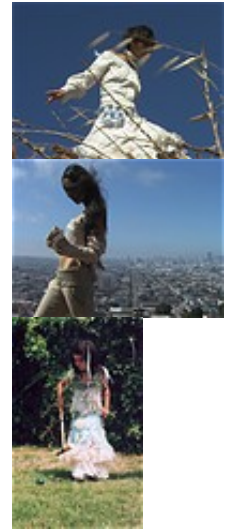
INSPIRED BY: Nature, art, pop culture, historical costume.

Oda's Spring 2006 line, "Bedouin Princesses," is a whimsical, historically influenced ode to heroines from mythical tales such as Alice in Wonderland, Snow White, Sabriel from The Abhorsen, Titania from A Midsummer Night's Dream, Arwen from the Lord of the Rings, and Mei from House of Flying Daggers.

"We like to think of these fearless ladies wandering out from their enchanted worlds to become modern day heroines," says Kim. "We would describe the signature style of this collection as one tinged in Edwardian tradition and incorporating a Tokyo-pop flavor."

To achieve a look of "innocence and wonder," the trio used a base of white/cream with accents of blues and yellows. "It's similar to a clear, sunny day at the ocean," says Kim.

WHAT DISTINGUISHES SAN FRANCISCO'S FASHION SCENE: "San Francisco has a solid history of moving against or ahead of the trends of American culture," says Kim. "Often politically and socially, it leads the path to change. In general, it seems that San Franciscans are more receptive to individuals expressing themselves in a funky or untraditional way. There's an underlying social and environmental awareness - our style fits into that kind of urban mindset. We hope San Francisco will become a "set-apart" market, somewhat like Tokyo where people dress



up not necessarily in trendy gear but perhaps more focused on fashion as a means of self-expression."

FAVORITE DESIGNERS: Rei Kawakubo, Yohji Yamamoto, Alexander McQueen, Miuccia Prada.

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