

Dear Powerful Woman:

Every season, my profession dictates that I create a new collection. The base of my inspiration has always come from the woman I want to dress: she is a person who is always reaching, making our lives richer, is passionate about her life and work and not afraid to raise her voice for what she believes in.

Beauty has many shapes, and, I believe, beauty also radiates from the inside out. When I sit at my drawing table, my goal is to design silhouettes for every shape and to emphasize her particular strength and beauty. I want the clothing to make each woman feel her power and see herself as I do....amazing!

It saddens me when I overhear women in the shop picking at aspects of their bodies that they think are somehow not enough. I want to encourage us to change that feeling and shout: "Wow, I look and feel great! This style *seizes* my beauty!" My greatest reward as a designer is when my costumer walks out with a new outfit, with her shoulders tall and a spring in her step. I feel as if I am supporting her as she takes on the world!

This year, let's share our strength and beauty with one another. For my part, whether it is through one of my designs, or by way of Facebook where we can share ideas from women that inspire, photos that make us feel strong, or articles that make us rethink our positions, I plan on being visible with this message: "Seize Your Beauty"! Whether it is inner or outer beauty, let's celebrate it!

We hope you will join us this summer for our Fashion Show where we will celebrate women of all shapes and styles. We will also be raising money and awareness for an organization close to my heart, Martha Vineyard's Family Planning, an organization that promotes women taking control of their own health and well-being in order to be able start, or re-start, the path to their passions and dreams!