

Edgy, Timeless Style The Sophisticated Design Sense of Stina Sayre

If you see Stina Sayre at a casual gathering, she'll be the radiant Scandinavian-looking woman in the engaging outfit – perhaps a great-fitting pair of jeans with a stretchy eye-catching tee, topped by a mid-calf-length coat. It's the coat that seizes your attention: lightweight enough to keep on indoors, with an interplay of textures and subtly nuanced colors. It's an unexpected touch, this coat, and suddenly you feel very ordinary standing next to her without one.

"The fabric tells me what to do," she explains, gesturing to the array of linens, gauzes and other small swatches hanging on her wall. That coat she was wearing at the party? Well, she designed it, along with a complete collection of skirts, tops, pants and jackets for Spring/Summer and Fall/Winter each year since 1996.

Stina is a clothing designer who's become somewhat of a household name among a discerning, eclectic, artistic – and growing – group of Island women. She designs and

cuts the fabric for all of her creations; a friend in Wareham and another in Aquinnah do the sewing.

You won't find her fashions in any upscale boutiques; Stina sells her apparel one item at a time at private trunk shows and an occasional one-day public open house in rented space at the Mansion House or other venues on the Vineyard.

"I like to see my clients and talk to them. Their feedback is important to my work," she says. While many customers can walk away with

ready-to-wear pieces, she also crafts items to order, fitting the garments precisely to a woman's unique shape.

Stina says she designs her apparel and

handbags with her own lifestyle and needs in mind. Her collection is athletic, outdoorsy, easy to wear and functional, all reflecting what she calls an

"industrial elegance" and "edginess." The Swedish influence is readily apparent in the simple, clean lines and high-end craftsmanship and materials.

"I'm affected by fashion, but I do what I like," she explains. "I am my own person. I think people are tired of cookie-cutter clothing. What you wear tells people who you are and what you want to get done in your life."

Stina's signature elements include asymmetry, interesting

fabrics and hardware, raw edges and a mixture of textures that add a measure of surprise to many of her pieces. She alternately says she her designs are apt for the "distressed princess" or

the "adventurous mermaid." Water is important to her and remains a key inspiration. She was a professional windsurfer in her last career and credits that and her upbringing on skis and skates for the athletic silhouette of her line.

Iridescent, satiny, stretchy, nubby, supple, filmy – Stina's clothing is a study in contrasts and startling combinations that somehow comes together and forms a cohesive whole. The knit top that you bought last year complements the muted citron from this year's jacket. The black fleece coat with diagonal zipper will look as sharp five years from now as it



does today. And the handbag and travel totes she crafts from seatbelt webbing are not only striking in appearance but durable as well. **vs**

For more information on Stina Sayre's apparel and bags, visit www.stinasayre.com or call 508-560-1011. Her work will be on display at the Mansion House on June 30, July 14, August 25 and October 6 from 10am to 6pm.



Portrait of the artist: Stina Sayre (top) models her designs for print and web marketing. Stina says she designs her apparel and handbags with her own lifestyle and needs in mind. Her collection is athletic, outdoorsy, easy to wear and functional, all reflecting what she calls an "industrial elegance" and "edginess."

