

Meet Fashion Diva Esther Nash

"Be seen and be remembered like the superstar that you are."

By Idy Fernandez



Move over Betsy Johnson; hit the road Chloé; New York's hottest fashion designer, Esther Nash has arrived. "I design for the petite, athletic, socialite divas, and fashionistas of the new millennium of today and tomorrow," Nash said. In fact, Nash's love affair with fashion dates back to her early childhood when she played dress up and sold her jewelry creations outside of her mother's pub in New York.



"Since I was little I played dress up everyday," Nash said. "It's a lot of fun to transform yourself through clothes."

So, with almost 16 years of training in fashion, life drawing, and painting at some of New York City's finest art schools, including Calvin Klein's former high school, the High School of Art and Design, as well as training in ballet, gymnastics, modeling, acting, and figure skating under her belt, Nash opened her first boutique, Baby Doll, in the Park Slope area in Brooklyn. The name of the boutique stemmed from the female image that Nash's designs embody: "super fabulous, all eyes on her, like Barbie, but better divas."

However, starting her own business wasn't easy, so Nash saved on costs by painting and decorating the place herself.

"There were a lot of painting parties and it is moments like those when you realize who your real friends are," Nash said. Nonetheless, her business soon boomed and she opened a second boutique for men, Sugar Daddy, right next door to Baby Doll; and then opened yet another

"Being a petite woman only 5'6" tall, I was tired of having to shop in the kid's section," Nash said. "You don't have to be six feet tall to be beautiful, so my designs are everything I want to wear that's not out there that I have to

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make myself."

Nash is seeking to conquer the mainstream fashion world by introducing her line through manufacturers such as Bloomingdale's and Saks Fifth Avenue. According to Nash her line of clothing is best described as "novelty, rock star, resort gear and dual purpose club gear. Time equals money and since no one ever has time to change, the designs are geared to have you dressed to impress all day and all night long," Nash said.

From sequin midriff tops to hand painted jeans to Venetian glass earrings, the "Rock star Couture" line, with prices range from \$20-\$600, includes something for everyone; and they all encompass Nash's motto: "be seen and be remembered like the superstar that you are."

"My clothes are instant fun and they transform you into a Baby Doll supermodel," Nash said.



Fashion Designer:
← Esther Nash
Photo: Ronald Asadorian

"My clothes will make you a walking piece of art." Moreover, Nash has produced 18 runway shows all of which have carried the Nash trademark: fun clothes, a super-glam attitude that says 'look but don't touch,' and Nash as one of the smiling models.

"It takes months of planning and choreography because I MC and model," Nash said. "I always make sure the other models are having a good time though and that they always smile, unlike other shows, I want my models to look happy."

Even as she tries to showcase her line in Saks Fifth Avenue and Bloomingdale's, Nash has also been meeting with the stylist for La-La from MTV's Direct Effect.

"I always try to wear my original designs to look super-fab, so when I met with La-La and her stylist, La-La was like 'I want that!' so you might be seeing her in my designs," Nash said.

For aspiring designers

Nash also has the following advice: "You should really love it and want it because that's what will get you through when you have to give up tons of your time, and make sure you have strong family relationships because your family will be the ones you're going to trust the most in this business."

Do you have what it takes to succeed in the business? Nash says "If you can walk around with a dish rag on your head and pull it off, that's when you know you've got skills!"

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