

DAILY LIVING



Frum Fashion Designers Part III



Personally, I've had enough of junk. I teach my 5-year-old that when he gets a new toy, he should expect it to last about a day, otherwise he'll be perpetually disappointed. That way, when his 17" slinky gets all bent out of shape and his new light-up ball/pencil/bracelet/any-toy-that-can-possibly-light-up suddenly stops flashing its unearthly neon colors, he'll be okay with it. Just as I am okay with it when my \$5 earrings lose a "diamond." It's a disposable made-in-China world we live in, and you most certainly get what you pay for.

We might be able to take baby steps towards changing this, though. And maybe it won't be too difficult either. In this third "Frum Fashion Designers" installment, I'm going to introduce you to a lovely Orthodox designer, Eve Emanuel, who creates clothes that are manufactured right here, in New York. She personally oversees the entire process to bring you clothes that are not only designed for modesty, but also with a quality and style that will keep long after that department store dress begins to fray.

True to its kitschy and fun name (inspired by Adam and Chava's injunction to replace their fig leaves with real clothing), *More Than Just Figleaves* is a collection of colorful, romantic and vintage-inspired quality clothing for the fashion-conscious Jewish woman.

Eve Emanuel, the brand's creator and designer, has a penchant for art and design along with a passion for well-made and beautiful clothing. For the past 20 years, Ms. Emanuel has focused her creative energies on raising a family. Recently, defeated by the lack of well-sewn modest clothing available, she began creating them herself! Friends and neighbors were so impressed by her ability that they encouraged her to start her own line.

"I knew the task would be daunting," she admits, but she was determined to fill a void in the niche Jewish women's market. Finally, after two years of hard work, Ms. Emanuel has just launched her collection. And the results are just lovely.

The designer describes her line as a collection of "timeless classics that are both romantic and feminine. Taking inspiration

from several decades ago, the vintage look is apparent yet there is an added touch in the cut and finishes that belies its contemporary style." Besides for making the clothes stylish and feminine, creating well-constructed garments was one of Ms. Emanuel's primary goals. "I aim to make clothing that lasts, fits well, and employs interesting design details," she explains.

The spring line consists of retro-printed dresses with button details and shirring at shoulder and waist, cropped tops in floral prints, dirndl maxi skirts in prints and solids, a calf length 1940's-inspired pencil skirt in a retro houndstooth and solid cottons, and tea-length deep pocket skirts coming in refreshing summer colors: the latest coral, retro lime, teal and classic silver grey. Ms. Emanuel chooses her fabrics based on quality and ease of care. She also pays close attention to the smallest details, such as seams, buttonholes, designer patternmaking and lining. The production of all the clothes in the *More Than Just Figleaves* line is done in NYC, which gives the designer the ability to oversee every minor detail – and make sure everything

meets her standards for quality.

The pieces in the spring collection range in price from \$120 to \$300 retail, with sales and trunk shows available for further discount. Wholesalers and retailers welcome.

Eve Emanuel can be reached by email at mtjf@morethanjustfigleaves.com or phone (443) 219-6853. You can view the collection online www.morethanjustfigleaves.com or by appointment at the Brooklyn studio located at 1701 Ave P.

Are you a frum fashion designer... or do you know one? Bellabusta is searching for modest clothing lines to share with the frum world. Email Elishera at bellabusta@rocketmail.com to submit your brand for consideration.

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