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ABI

Fashion's New IT Girl

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The Abi Collection

By Emily Jebson

The first designer boutique to order Abi's designs was on Ocean Drive in Miami. That was in December of 2003. Since that time, over seventy boutiques from Miami to Maui are now carrying *The Abi Collection*, including the uber-trendy Fred Segal, *Emphatic*, in Santa Monica.

Abi Ferrin (pictured left), creator of *The Abi Collection*, is undoubtedly fashion's new "it" girl.

She has been featured on the *Lifetime Channel*, *The Style Channel*, *Good Day L.A.*, *FashionWire.com*, *InStyle.com* and *Soap Talk with Lisa Rinna*, as well as in several fashion editorials and magazines. Her creations grace film sets and appear frequently on the "red carpet," in television sitcoms, and movie premieres. In two short years, her fashions have been spotted on many celebrities such as Molly Sims, Ashlee Simpson, Michelle Branch, Paula Abdul, Dayna Devon, Kelly Preston, Krista Allen, Laura Herring, and Courtney Peldon.

A native of Jackson Hole, Wyoming, Abi, at age five, produced her first design – an A-line skirt. Throughout her school years, she continued to design clothes, but fashion design remained only a hobby. Abi got a B.S. in political science and broadcast journalism, and did a *three year stint in production at The NewsHour with Jim Lehrer* in Washington, D.C. After the 2000 Democratic Convention, Abi was inspired to make a drastic life change. She moved to Hollywood and began working at Paramount Pictures. Inspired by the fashion freedom in L.A., she started designing her own clothes for parties and premieres. Dayna Devon, host of *Extra*, was taken by the designs, and wore a few pieces on air and to premieres. When *InStyle.com* featured Dayna wearing her top as "The Look," Abi decided to make a profession of her passion.

Abi assembled a unique team, a hip fashion-emergency-squad, to conceptualize, promote, and sell her vision. Soon designs were being featured at runway shows on the Sunset Strip and in several Beverly Hills venues.

The Abi Collection combines bright colors, dramatic lines, and artistic sensibility to create one-of-a-kind pieces that make a woman feel desirable and sexy. Her team produces each piece from pattern to final production. Abi's quick success can be traced back to her insistence that her work remains true to the creative process. The team of young designers, stylists, and make-up artists collaborate in her L.A. design studio (*The Revolving Door* – see back page) to ensure that designs retain Abi's unique vision. From celebrities to college students, women of all ages and looks are wearing her unique designs. Happily, Abi's career change and risky venture has paid off. Journalism's loss is fashion's gain.

For more information visit:
www.theabicollection.com

