

# Ferrin found the right fit in design

It's hard to imagine that just last fall, Dallas designer Abi Ferrin was close to giving up on what is now a thriving business.

## COVER STORY

"My health insurance had expired. My car insurance had expired," says Ferrin, "so I gave myself a deadline."

Today, the 29-year-old Wyoming native has three sewers, \$5,000 in grant

money and mentorship by J.C. Penney design director Geoffrey Henning.

A job in international sales at Paramount Pictures "wasn't that exciting, but I got to go to a lot of red-carpet events," Ferrin says. "I couldn't afford to buy a bunch of new dresses, so I began to sew my own."

In July 2002, after a dress she made was named "Look of the Week" by *US Weekly*, Ferrin became a clothing designer full-time.

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## WHERE TO BUY

Stanley Korshak and the Lovers Lane boutique Elements have become two of Ferrin's best accounts. The silk five-way top, which retails for \$295, is still the label's best-seller. Newer hits include a \$60 print-to-solid reversible sash belt, a \$360 pleated V-neck dress and, Ferrin's personal fave, a reversible jersey hoodie dress that sells for \$600 (right).



COURTNEY PERRY/Special Contributor

Designer Abi Ferrin has invited local clothing and accessories designers to use her South Side studio as a resource for style consultations and even total makeovers.

## GET TO KNOW ABI

**Breakout moment:** "Fall 2006, winning Stanley Korshak and Dallas Fashion Incubator's Texas' Next Top Designer"

**Roots:** "Growing up at the foot of the Grand Tetons for 18 years probably helped lay a strong creative foundation for me, which regular attendance at Tsada Yoga helps me maintain. Fly-fishing with my dad, even just the memory of it, is also a huge inspiration."

**Style icons:** "Audrey Hepburn and Jackie O. I definitely stick with tradition on this note."

**Also on the shopping list:** "Hal When do I have time to shop? I am going to make time to buy some accessories from fellow Dallas designer Janette Wilkinson of Nest Jewelry and custom jewelry from Sam Kraus. ... Also, every girl has to browse through Neiman Marcus at least once a season, right?"

**Beauty essentials:** "The Los

Angeles company Lather has an amazing line of innovative products and beauty treatments that get me through the stressful times."

**Soundtrack:** "I love Juanes, Sin Banderas, The Pixies, The Killers, Pearl Jam, Green Day and Kenny Rogers. Should I admit that my favorite song lately has been the one that goes, 'Everyone Knows I'm in Over My Head?'"

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