



How should designers go about getting their stuff into stores?

The best way a designer would get designs into Krimson & Klover is to send photographs, e-mail or land mail, with a price list showing the wholesale price and what the designer would like the product to retail for.

We get several inquiries a day from local and national designers, and we give them the same advice. The only way for us to consider designers is to have detailed pictures of their products and for them to have price points that work with our store.

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How do you get celebrities to wear/use your products?

Every designer wants the attention of a celebrity. After years of trying to receive just one thank-you note from someone who received many dollars worth of free products, I decided to call it quits.

About this time, I received a call from Britney Spears' assistant. Months before, I sent Britney a huge care package, made possible through a friend who is also a close friend of Britney's. Britney quickly became a big fan and has used our products for gifts as well as personalized candles for her wedding.

I recently hired a Los Angeles-based publicist to help get other celebrity interest. Within months, I had my products in the hands of Jennifer Garner, Drew Barrymore and Eva Longoria. Niven Morgan, Dallas-based designer and creator of the Niven Morgan Collection of home, body and bath products

JUNE PILLAY-GRAHAM

Age: 29

Hometown: Born in East London, South Africa. Moved to Midland, Texas, when she was 8. Now lives in Carrollton.

Company: June Bijou

What she designs: jewelry

Prices: Her designs range from \$30 to \$185.

Design M.O.: Pillay-Graham uses semiprecious stones, such as coral, agate and quartz, and focuses on rich, gumdrop colors.

Path to design life: Pillay-Graham worked in staffing and magazine advertising before designing.

Shortly after 9/11, she quit her magazine job and started taking jewelry crafting classes. A few months later, she got a job with a Southlake-based jewelry wholesaler. She branched out on her own about six months later, first selling her jewels one Saturday from a table at a beauty salon. She made nearly \$500 that day. "Life's too short not to be doing something you want to do every day."

BUZZ ALERT

June Bijou has been the glam touch for a few well-known folks. *American Idol* judge Paula Abdul and contestant Vonzell wore pieces from the line on the show. Eva Longoria, Natalie Portman and Kelly Hu (below) have also worn pieces.



Musings:

"When I see beads, I'm like, 'Ooh, candy!'"

Learn more at: www.junebijou.com



RICHARD MICHAEL PRUITT/
Staff Photographer



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Staff Photographer

LINH QUACH

Age: 29

Hometown: Born in Saigon, Vietnam. Fled with her family to a Malaysian refugee camp when she was 4. Moved to Fort Worth in 1980. Now lives in Mansfield.

Company: Yen Linh

What she designs: handbags, shoes and women's jackets

Prices: Handbags range from \$40 to \$140; jackets, \$70 to \$200; shoes, \$48 to \$54. Quach donates a portion of sales to orphanages in Vietnam.

Design M.O.: Items designed for Yen Linh (which means "the spirit of the swallow") are made exclusively with Vietnamese materials. Quach - pronounced "Kwah" - sketches her designs, then travels to Vietnam to find the artisans who make the items, which are made primarily of silk, mother of pearl ornaments, embroidery and beadwork.

Path to design life: Quach's business mind (she has degrees in economics and international business) got to working, and she decided she wanted to bring commercialism from the U.S. to Vietnam. She also wanted to blend her creative side with her business sense. She founded Yen Linh in 2003.

Musings:

"I was in the Galleria once and I saw a lady carrying one of my handbags. I said to her, 'I really like your bag. Where did you get it?' She said it was a gift. Then I told her it was one of mine, and she was so excited."

Learn more at: www.yenlinh.com



TEXAS FASHION HALL OF FAME

REN ELLIS

Was: Best known for his leather jacket styled with biker and Southwestern accents.

Is: Still selling jackets at www.renellis.com and playing the blues in the Ellis Island band.