

## Custom Couture Designer Danielle Kelly

BY SARAH FOR LA2DAY.COM



Danielle Kelly is a modern artist and craftswoman whose focus is on creating an experience-based forum for custom design. Kelly is adamant about treating her craft as artwork rather than product or mere merchandise. This outlook is a definite derivative of the originality and individuality that inspires each work. Ranging from revealing tees and bathing suits to skirts and dresses, Kelly's pieces are all snipped, cut, and torn into a handcrafted one-of-a-kind design.

More times than not, Kelly's pieces are exclusively cut right on the client with custom fitting and individual focus. This allows her to develop both a masterpiece and a relationship within the timeframe of one custom design experience. Most importantly, Kelly's methodology in fashion design is a sure reflection of her daily motivation: to seek and communicate truth through individual discovery and expression.

Kelly's ultimate goal closely parallels that of the founder of Von Dutch (Kenneth Howard), who saw a symbolic relationship between music, art, and fashion. In 2003 serendipity would schedule an appointment with the Head Designer of Von Dutch, and the Kenneth Howard legacy became a portal through which Danielle Kelly would establish an exclusive celebrity client base while creating a new niche in the L.A. design arena. Kelly's niche has since then evolved into an infusion of music, art, and street culture tied together in a custom couture design.

You can find Danielle Kelly at "Lavish on Melrose" and a great selection of her designs at "Mint Collection" also located on Melrose.

Danielle is revolutionizing the L.A. nightlife scene by bringing her Creative Inspiration to the stage with monthly shows of recent designs, local music, art, and dance. Danielle teams up next week to help the Aid for Aids Benefit don't miss this great community event. Danielle will be producing an installation of moving art with fashion for all to see.