

Have you been wondering who is behind your beloved Neon Buddha and Pure collection?



Meet

# DANIELLE GELLATLY

VP DESIGN & CREATIVE DIRECTOR

neon  buddha™  
nirvana for your body and soul™

Pure  
HANDKNIT®

What inspires her, and what she loves most about leading the creative direction of the brands

## **Interview with Danielle Gellatly:**

### **What exactly does your job entail?**

As VP Design I am fortunate ,I get to do what I love!

I provide trend and colour direction, and work on designing and merchandising our lines.

My job is also to ensure the product reflects the brand/s DNA.

Being aware of what our customers have grown to cherish over the years is always top of mind for me as I develop each collection.

### **How did you become a designer?**

I loved to draw as a child.

I would dabble into anything arts and crafts. ..there really isn't anything I haven't tried.

Designing I think came naturally, I have always needed a creative outlet in my life.

While studying I managed to scrape enough money together to buy my own handloom knitting machine ...knitting has always been a passion of mine. I have worked in many commodities sleepwear, outerwear, leather, denim, knitwear... you name it!

### **What is your favorite thing about your job?**

If I have to pick...it would have to be turning concepts into viable fashion for the everyday woman.

I enjoy identifying the trends and translating them so as make them wearable in day to day fashions.

It is important to me to make my designs special and unique...I want everyone who wears my designs to look and feel their best .

I design for vibrant women, reaching women of all ages.For me age is a mindset...

### **Where do you draw your inspiration?**

This is a question I am asked often.

Inspiration can come from many places, it's not always tangible....sometimes its more about a mood or feeling that evokes an emotion...a new colour or shape that propels the creative process.

My travels across the Globe ,magazines, music and people watching at a café whilst on a trip is always inspiring.

### **What makes an item unique?**

It is that feeling when you see an item and you know you have to have it!

Detailing ...a special touch...something charming I think make my designs unique.

### **How would you describe your own style?**

Good question...!

I enjoy mixing and matching different styles in an understated way.

To me it is more about wearing comfortable clothes that make me feel good and make a statement.

I love natural fibers and easy wash and wear fabrics.

I threw out my iron many moons ago!

### **What quality makes a designer successful?**

The ability to be both artistic yet business minded .

A good designer must be able to be creative yet always mindful of commercial appeal and saleability.