



## EMERGING DESIGNERS

GABRIELLE MANDEL

There is so much talent in the city of Philadelphia. Very few of us know the faces and stories behind the name of fashion labels and brands. Because of this, **Philly TexSTYLE** is a new blog series which features emerging designers, models, manufacturing companies, and other fashion industry professionals working in Philadelphia. Kicking off this new series is Gabrielle Mandel, fashion designer of Supra Endura. Take it away Gabrielle...

### BRIEF DESCRIPTION OF YOU AND YOUR DESIGN TALENTS

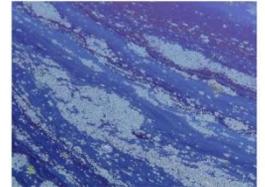
Hi, my name is Gabrielle Mandel and I am the designer of Supra Endura. I am also a Freelance Print Designer for Urban Outfitters women's line. I am passionate about design and I express it through my Supra Endura collection. Supra Endura was inspired by social art. The collection features modern shapes paired with innovative use of material to evoke a subtle sensuality.

## HOW DID YOU GET INTO FASHION DESIGN?

I studied fashion design at Syracuse University and minored in creative writing and video art. After graduating top of my class, I moved to New York City with just the promise of an internship. There, I've worked on some amazing lines including J. Crew, Rebecca Minkoff, Henri Bendel's, and now at Urban Outfitters.



Supra Endura



## WHEN DID YOU BEGIN DESIGNING SUPRA ENDURA?

I began designing in February 2013 while living in New York City, and later debut the collection that same year. This collection continues to grow as I discover more manufactures, pattern sample makers, better factories to foster business relationships with, boutiques to carry my line, and ways to create a sustainable business. My endeavor to create a sustainable business is being accomplished by linking my customer to a cause - raising awareness and funds for non-profits. Each print/design in my collection artistically represents a special non-profit to which portions of the proceeds are donated.

## WHERE IS YOUR WORK SPACE LOCATED?

Right here in Philadelphia! I'm a Philly native so when making the decision to move from New York City, I was able to find a great loft in Fishtown. My giant loft affords me space to live and work!



## Each Print Inspired by a Cause

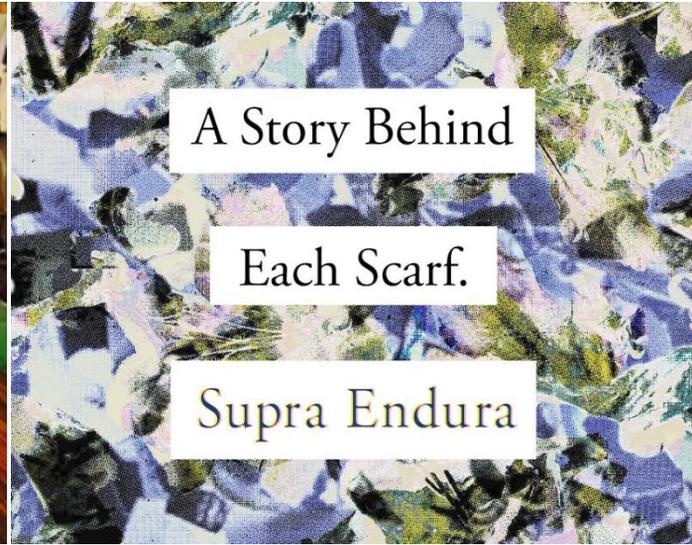
Urban Renewal inspires Art, which then transform Design



Portion of garment sales donated to the Gowanus Canal Conservancy and Urban Tree Connection

HOW DO YOU LIKE DESIGNING IN PHILADELPHIA?

It's great to live and work in Philadelphia because I can afford it! Philadelphia used to be a city that was known for its manufacturing and textiles, and while that industry sort of dried out, I feel that it's starting to have a renaissance and people are caring more about Made in America things. Philadelphia is close enough to take a bus or train ride back to New York so you can still sort of be in that world but then also have your own world in Philly. I like living in Philly more. I feel that I can concentrate more on things because there aren't as many distractions as New York has. I think I'm lucky to be able to work on my own line, work freelance, and afford to pay my rent!



WHAT ARE YOU WORKING ON NOW FOR SUPRA ENDURA?

I'm currently working with other designers at [US\\*U.S.](#) Design Coop in Olde City, Philadelphia. I'm preparing a trunk show featuring my whole spring collection for 1<sup>st</sup> Friday in July which includes one-of-a-kind necklaces. Come out to shop, drink, and mingle with local Philadelphia designers. Later in July, I'll be selling my designs at the URBN Market located at Urban Outfitters Headquarters in the Navy Yard. Finally, Saturday July 25<sup>th</sup> I will be part of Style Festival at the King of Prussia Mall. Style Festival is a music and fashion festival crafted and curated by Refinery29 and Simon Property Group.

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-Hope Jidenma