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holiday 2009

relate

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Made for Hollywood

Teen Designer, Tatiana Mclane, creates quirky t-shirts for L.A.'s hippest residents

by Stephanie Cajigal

When both of your parents are music lawyers, you live in Los Angeles, and your mother wardrobe rock star clients as a side job, it's hard not to be influenced by fashion from a young age. Seven years ago Tatiana Mclane, 17, from Thousand Oaks, California, parlayed her unique style (a combination of girly and old Hollywood glamour) into a T-shirt business catering to some of Hollywood's biggest stars. Her company, Queenie4ever, now operates as a professional fashion design house complete with pattern-makers, sample sewers, graphic artists, Web masters, and silk-screeners, with Tatiana and her mother, Venice Wong, at the helm.

Tatiana talked to *Relate* about how she turned her Hollywood dream into reality.

Relate: When did you become interested in fashion?

Tatiana: Starting from when I was 9 years old my mom and I used to shop at antique and vintage stores and I loved the clothes. We collected vintage clothing and accessories, like bags and jewelry, we could wear. My mom would go [to the shops] with me because she would style clients. She's a music lawyer but she also [styles celebrities]. It's her hobby, her side job.

R: How did you go about starting your business?

T: I thought I could make money selling clothing and jewelry for people. My mom agreed to create the company with me so that I could be an inspiration for young girls to pursue their dreams. I wanted my company to be Queenie because it represents my royal, girly style. Queenie is based on my love for old glamour starlets like Audrey Hepburn.

“Follow your passion and never give up until you obtain your goals. Don't let anyone tell you you can't do something because if you try hard you can. Becoming a fashion designer is a lifelong learning process, so go out and learn about fashion and the business of fashion through books and the Internet. Also, network with people and find mentors who can help you.”



R: How do you sell your pieces?

T: I sell them globally mostly through my Web site's online store. I also sell at boutiques. I'm currently the youngest designer at EM and Co boutique in L.A., where I had my first fashion show. The owner of the boutique, Eveline Morel, also my mentor, taught me what different colors and patterns look good for different body types and tons of other stuff.

R: What's your design process like?

T: Normally I'll come up with a theme for a collection and will do research by looking at magazines, vintage clothing or on the Internet. Then, I will sketch it out and show it to my pattern maker and say "I want it this way." I'll get the fabric and trims I want and she'll sketch it, I'll approve it then give it to the person who puts it together. Right now, I primarily design T-shirts but I'm trying to do more ready-to-wear skirts and dresses.

R: How often do you work on your designs?

T: I pretty much work on designs every day because I'm constantly thinking of new design ideas and everywhere I go something will inspire me. I write everything in a notebook and I go down the list until I have everything finished. I put the book in my backpack at school and take it out if I need it.

R: How would you describe your personal style?

T: Pretty, girly, sweet, sophisticated. I like clothing with lots of details, bows, silk flower patterns, and I really like dresses and skirts.

R: No jeans?

T: I don't even own a pair of jeans. T-shirts look good with them but I prefer skirts

because I think I look better in them. T-shirts look good tucked in or out of skirts.

R: How has your Japanese heritage influenced your designs?

T: I really love Japanese pop culture and fashion, such as the street wear and Harajuko style. I often go to little Japan in L.A. and buy fashion magazines. My designs are also influenced by my love for Japanese mascots, such as Hello Kitty. I also speak Japanese. I started in seventh grade by watching Japanese animation. I begged my mom to get me a tutor and I found a high school that has Japanese classes so I decided to attend there.

R: What celebrity are you dying to see in one of your T-shirts and why?

T: I really like Zooey Deschanel. I think she has a really great sense of style and I love how she puts her outfits together because she mixes vintage with modern pieces.

R: Which T-shirt design do you like the best?

T: I love all of them, but favorite is anything from Vintage Queenie, especially "Bubble Wrap Queenie," which I

recently sold to Autumn Reeser. The T-shirt reminds me to take time out to treat myself once in a while and every girl loves a relaxing bubble bath.

R: What do you have planned for the future?

T: I'm creating a new party dress collection and a new blog called Queenie Forever: a Fashion Fairy Tale and Hollywood Royalty.

Check out Tatiana's Web site, queenie4ever.com.

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1 Winner: T-shirt, hoodie, and tote
 1 Winner: T-shirt and hat
 1 Winner: T-shirt

Your choice from Queenie4ever's
 online store!

