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AVESSA

IN THE NAME
OF LIGHT

IN THIS ISSUE
ALFONSO DE HOYOS-ACOSTA
TAMMY APOSTOL
LISU VEGA
LUIS APONTE
CAROLINA RINCHERE



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SPECIAL THANKS
MIAMI INTERNATIONAL UNIVERSITY
OF ART & DESIGN

PASSIONATE TA COUTURE

AVESSA

FEATURING
TAMMY APOSTOL
FROM TA COUTURE

INTERVIEW BY
ALFONSO DE HOYOS-ACOSTA

WHEN YOU FIRST MEET TAMMY APOSTOL, CREATIVE DIRECTOR OF TA COUTURE, YOU IMMEDIATELY NOTICE HER INCREDIBLY WARM PERSONALITY AND LOVELY SMILE. THEN IT HITS YOU. SHE LOOKS GORGEOUS BOTH AS A PERSON AS WELL AS IN THE CLOTHES SHE WEARS. SHE IS THE BEST ADVERTISEMENT FOR YOUR COLLECTIONS. TAMMY HAS BEEN HIGHLY SUCCESSFUL AS AN AMERICAN FASHION DESIGNER AND MILLINER SERVING CLIENTS FOR OVER 25 YEARS. SHE HAS BEEN FEATURED IN VOGUE MAGAZINE, BOCA MAGAZINE, ON CBS, FOX, NBC, TELEMUNDO, UNIVISION, DECO DRIVE, AND MANY OTHERS. HER WORK IS FEMININE, POWERFUL, AND GLAMOROUS. TA COUTURE DESIGNS BEAUTIFUL CUSTOM CLOTHES AND ACCESSORIES THAT ARE LUXURIOUS AND FASHION-FORWARD. TAMMY SPENT SOME TIME WITH US THIS MONTH TO DISCUSS HER LATEST RUNWAY SHOWCASE AND IDEAS.



KEEP IT UP WITH TAMMY AND
TA COUTURE!
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YOUR “WINTER/FALL 2021-22 TA COUTURE COLLECTION” WAS INSPIRED BY SUSTAINABILITY. YOU EXPLORED HOW TO CREATE ONE-OF-A-KIND CLOTHES USING SUSTAINABLE MATERIALS. SOME OF THE MOST AMAZING FABRICS WERE THE VEGAN LEATHER, MADE FROM CACTUS, AND “PEACE SILK,” WHERE THE SILKWORMS ARE GIVEN THE TIME TO DEVELOP INTO MOTHS. WHERE DID YOU UNCOVER THESE MATERIALS, AND WERE THEY DIFFICULT TO USE AS YOU EXECUTED YOUR VISION?

We have been experimenting with sustainable materials for over 20 years, including them in our designs. To name a few, red wine dyed organic silks and organic cottons for gowns and cocktail dresses and, also hemp fabric for suits. This is the first time we have created an entire collection out of sustainable

materials. We researched globally for new materials and found vegan leather made out of cactus, one of our favorites. We had to experiment with it for the construction of garments like bustiers, pants, and jackets, and for accessories, into a little handbag which has been a hit. We designed a jacket with peace silk twill, which has structure and is very soft to the touch at the same time. Also, peace silk organza, this fabric gets its natural stiffness and “body” from sericin, the stiff gum that holds the silkworm cocoon together. Most silk fabrics have been “degummed,” meaning the sericin gum is removed, and only the silk fibers remain. This organza has an extra crisp texture, great for ruffles and structured voluminous sheer skirts or sleeves.

I NOTICED THAT YOU ALSO USED NATURALLY WHITE SILKS WHICH WERE DYED WITH RED WINE AND OTHER NATURAL COLOR DYES. AS YOU CREATED THIS COLLECTION, DID YOU CREATE THE FABRICS FIRST PRIOR TO YOUR VISION, OR WERE THEY CUSTOM MADE FOR A SPECIFIC LOOK?

The theme of the collection was “sustainable fabrics and materials.” We sourced the fabrics before finalizing the designs. The color palette used was “Poetic Lilac/Fall 22,” which perfectly fit our red wine-dyed fabrics, natural and off-white silk colors, gold and cream vegan leather, and the deep magenta and violet eco-triacetates.

TA COUTURE RECEIVED SEVERAL AWARDS FOR YOUR WORK IN CREATING SUSTAINABLE DESIGN, SUCH AS: THE “ECO-COUTURE PIONEER” BY THE ARTHUR MARSHALL FOUNDATION AND THE FIRST PRIZE FOR ECO-COUTURE BY BORN FREE USA. WHY IS THIS ISSUE SO IMPORTANT TO YOU?

I care about our environment and about how we treat the resources our planet provides for us. Sadly, the fashion industry is one of the largest polluters, and, working in this sector, it is important to me that I do my part not just for the present but for our children’s future and generations to come. By creating this type of fashion, I would like to inspire established and upcoming designers to consider and practice sustainability during sourcing, design, and manufacturing processes. As designers, the more we demand from our suppliers to provide ecologically viable products, the more variety we will have to work with while becoming more affordable.

YOU HAVE A FASCINATING BI-CULTURAL BACKGROUND WITH AN AMERICAN MOTHER AND A VENEZUELAN FATHER, BOTH RETIRED MILITARY. HOW HAVE THEY INFLUENCED YOUR CAREER?

I am fortunate to have supportive parents, where good education and discipline are always a priority. They nurtured my creative inclinations during my youth and taught me to be the best I could be in the profession I decided to pursue.

I HAVE HEARD THAT YOU STARTED DESIGNING AND SEWING IN HIGH SCHOOL, WHICH WAS A CLEAR HARBINGER FOR YOUR FUTURE CAREER. WHAT DID YOU LEARN FROM THOSE FIRST CLIENTS THAT STILL RESONATES WITH YOUR WORK TODAY?

During my high school years, I sewed and designed for my family and myself. And it is incredible that my first custom-made client from our early business years in Miami is still my client and, over time, also my friend. I feel extremely fortunate about the long-lasting relationships I have with most clients to this day.

YOU ARE KNOWN FOR YOUR INCREDIBLE COUTURE HEADWEAR, SUCH AS HAND-MADE HATS AND FASCINATORS. HOW DID YOU START DESIGNING ACCESSORIES? ARE THESE ACCESSORIES STILL IMPORTANT TO YOU?

Millinery was part of the curriculum of my fashion studies while in Venezuela. Once I moved to Miami after graduating with a fashion degree from Marymount University, my first fashion job was as an assistant designer at a hat company called "Forget Me Not." Millinery, when designed and allocated beautifully, completes any outfit and makes a statement. Bridal veils and tiaras for a wedding, fascinators, and hats for a luncheon or wedding, a fedora or caps are great accents for certain looks. Millinery and accessories like handbags are fashion tools and a necessity to perfect a look. Through fashion, we present ourselves to others in a non-verbal way that expresses more than words, how we want to be perceived.

YOU HAVE A BUSINESS PARTNER WHO RUNS THE ADMINISTRATIVE SIDE OF THE COMPANY, LEAVING YOU TO CONCENTRATE ON THE CREATIVE AND SALES RESPONSIBILITIES. CAN YOU TELL US A LITTLE BIT ABOUT YOUR DESIGN PROCESS? DO YOU INITIALLY FOCUS SOLELY ON DESIGNS, OR DO YOU FIRST COLLABORATE WITH YOUR BUSINESS PARTNER ON COMPANY GOALS FOR THAT SEASON?

We establish annual strategies and goals together. Then I focus on designing and working with clients, always consulting with my partner when certain larger projects are proposed. It is because of this partnership that I can do what I love to do successfully without worrying too much about the business aspect.

TA COUTURE IS A BESPOKE BUSINESS WITH CLOTHES THAT ARE UNIQUE TO EACH CLIENT. YOU HAVE A MARVELOUS PERSONAL AESTHETIC, SO HOW DO YOU INCORPORATE YOUR DESIGN VISION WITH YOUR COUTURE CLIENTS?

Thank you for the compliments. My job is to make the client's dream dress for an occasion become a reality. Several factors come into place when custom designing. At the first meeting with a client, we discuss the type of event the garment is for, the color theme of the event if any, the most flattering color palette and silhouette specifically for the client, and most importantly, the client's personality should be reflected in the final design because ultimately, she is the one wearing it and should feel special and beautiful.

YOU HAVE BEEN AN ADJUNCT PROFESSOR AT MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN FOR OVER 15 YEARS, AND AT TA COUTURE YOU ALSO COACH STARTUP DESIGNERS WITH THEIR CLOTHING LINE DEVELOPMENT. WHY IS IT IMPORTANT FOR YOU TO HELP THE NEXT GENERATION OF DESIGNERS?

I learned a lot about the fashion business, in the beginning stages of my career, through professors and mentors, so I feel a duty to do the same.

Teaching is a way to give back professionally all the knowledge acquired throughout the years in business. My favorite part of teaching fashion is when explaining certain techniques, and I see the student's eyes open wide while saying, "Ohhhh, that's how it is done!". Also, when assisting in developing clothing lines of upcoming designers, it is fulfilling to see their collections selling successfully.

YOU BECAME A FASHION GROUP INTERNATIONAL MEMBER IN APRIL 2010, A BOARD MEMBER IN 2011, AND TOOK ON THE ROLE OF REGIONAL DIRECTOR 2015-16. WHAT ARE SOME OF YOUR CURRENT RESPONSIBILITIES, AND WHY IS FGI SO IMPORTANT TO YOU?

Since joining FGI, I've developed great business and personal relationships, not only here in South Florida but all over the world. FGI is the perfect platform to get involved with the fashion community and expand one's horizon. This organization was founded by influential, visionary women in the early 1900s and I feel the responsibility to continue this vision for future generations of industry professionals. Currently, I am a District Director for the Chicago, St. Louis, New Orleans, North and South Florida chapters, where I oversee and guide the Regional Directors.

I BELIEVE YOU ONCE SAID THAT PERSEVERANCE, HIGH-QUALITY CUSTOMER SERVICE, AND ADAPTATION TO NEW TRENDS AND TECHNOLOGIES ARE THE KEYS TO YOUR SUCCESS. AS WE ENTER THE THIRD YEAR WITH CONTINUED SOCIAL UPEHAVAL, WHICH OF THESE QUALITIES WILL HELP YOU PERSEVERE?

As it looks like that now, the worst of this historical and horrific pandemic may be over in most countries, we can all go back to living a normal life. We can be social again, celebrate at large gatherings like weddings and galas and slowly begin traveling. Because we are lucky to have a long-time loyal clientele, we started getting very busy again, doing what we love and do best! 🙌





Ta
couture
miami-palm beach



ON THIS PAGE
DRESS: TAFFETA DRAPED TOP
WITH AND ASYMMETRICAL
SKIRT EMBELLISHED WITH
BEADED TRIMS AND CRYSTALS



ON THIS PAGE
PEACE SILK ORGANZA STRAPLESS DRESS
HAND FELTED IN SWITZERLAND MERINO
WOOL CAPE



ON THIS PAGE
DRESS: RED WINE DYED ORGANIC
SILK CHIFFON DRAPED TOP
EMBELLISHED WITH HANDMADE
FLOWERS TO MATCH



ON THIS PAGE
CACTUS VEGAN LEATHER
PANTS AND BUSTIER
PEACE SILK TWILL
JACKET, VEGAN LEATHER
EMBELLISHMENTS
HEADPIECE: REPURPOSED
FAUX FUR



ON THIS PAGE
PLEATED TULLE GOWN: THE ASYMMETRICAL TOP IS
EMBELLISHED WITH HAND BEADED TRIM





ON THIS PAGE
DRESS AND LONG TAILORED
COAT: GOLD AND SILVER
LAME TRIMMED WITH SATIN

AVESSA

