

THE MARGINALIST



EMILY KELLER Introducing EK|REVERSIBLE



by themarginalist



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A Collection that "designs smarter instead of faster" – Emily Keller, Fashion Designer

The emerging American knitwear designer Emily Keller introduces **EK|REVERSIBLE** and states to be one of the only fashion brands with a complete collection of reversible knitwear where all items are made from Merino Wool/Cotton Blend as the main material. Chatting up with Emily Keller, founder of the EMILY KELLER knitwear brand, she gives us an inside on her brand and inspirations for this years collection.



1.How did you launch the Emily Keller Brand?

EMILY KELLER was officially launched in Shanghai at the beginning of 2014. I started my fashion career in New York City while attending the Fashion Institute of Technology. I also spent a year at the Politecnico di Milano in Italy where I underwent an extensive knitwear course to specialize myself in stitch development and knitwear construction. After working in NYC for two years as a knitwear technical designer and colorist, I moved to Shanghai to pursue more knitwear experience and further develop the idea of designing my own collection.

2. What is the EK Brand Philosophy?

In order to have a proper introduction of our brand we wanted to create and develop a concept, which represented our brand core values. Our goal was to create something that is both attractive and meaningful. At the same time we wanted this concept to be easily understood by the consumers. In an age of fast fashion we wanted to be known as the line that “designs smarter instead of faster”.

One specific characteristic of knitwear is that both sides of the fabric can be very different. With our goal of creating a sustainable and responsible brand in mind and thinking about taking full advantage of our resources we came across the idea of creating two garments in one by making both sides

wearable. This meant we had to figure out a way to detail our clothes on the inside as well as the outside. Reversibility is a standard feature in our Fall 2014 collection, and will also be in our future knitwear collections to come. We believe this is beneficial for both our consumers and our natural resources.

3. What are your Inspirations for the next collection

Our current **Fall 2014 collection** is inspired by reptile patterns and textures. The stitches for the collection were developed with these two characteristics in mind: on one side high contrast color and pattern, while on the other side the main property is solid textured pattern. One design aspect which will remain as part of our brand is the creating of knit stitches which are both beautiful on the inside and out. These stitches will be complemented with the right construction details and high quality materials.

For our Spring 2015 collection, we're still collecting feedback from our consumers in order to make adjustments on our new collection.



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Photos from Emily Keller Campaign (Courtesy Photos)

