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Q & A with Rebecca Ryan, Designer of Bunny & Chad.

Written by Off with their heads!



MS:How did you get into fashion design?

RR: I received my first sewing machine at age 14, which led to many years of creating clothing and accessories as a hobby.

MS: Where did you go to school? What did you study?

RR: University of Miami. I received a Business Degree with a Major in Marketing.

MS: What inspired you to get into fashion design?

RR: I pursued a career in finance for several years and to fill a creative void in my life I picked up the old hobby of making handbags and clutches for myself and gave them as gifts to friends and family.

MS: Describe your philosophy about the art of fashion.

RR: As a designer, you are creating an image and a lifestyle. In order to be a success, your customers must want to be a part of that image.

MS: What about fashion as a business?

RR: The Fashion/Retail Industry is extremely competitive. I try to focus on the customer and what they want as well as growing the brand name.

MS: Who is the Bunny & Chad customer?

RR: BUNNY & CHAD is a resortwear brand with ageless, timeless, classic designs. Our customers are those who live the resort lifestyle and those who want a little slice of the resort lifestyle.

MS: What is a typical day at Bunny & Chad?

RR: Depending on the season we are either developing new lines or selling those lines and always making lots of calls and follow ups. We are constantly preparing and sending out samples, wholesale orders and website orders. I bring my Siberian Husky, Chloe, to work with me and she always keeps me grounded!

MS: If you could do anything else, what would it be?

RR: I am living my dream and loving every minute of it.

MS: What advice do you have for a young woman who wants to be a fashion designer?

RR: Fashion is a business. If you wish to be a success you need a strong background in business. Unfortunately, the everyday aspect of running a fashion business is not very glamorous. It's a lot of hard work, but very rewarding if you are doing what you love.

MS: Where do you shop in Miami?

RR: Bal Harbour, Merrick Park and Lincoln Road.

MS: Where can we buy Bunny & Chad?

RR: www.bunnyandchad.com



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