

Our Fashions

Designer creates your ‘most favorite thing to wear’

By MIKE CHAIKEN
EDITIONS EDITOR

Connecticut got a peek at the world of Meerwiibli (which means The Mermaid) in the spring when the fashion line participated in an outdoor fashion show on Torrington's Main Street.

We caught with the driving force behind the line, Sarah-Maria Vischer-Masino of Poughkeepsie, to talk to her about her spring collection and upcoming fall collection.

Q: One of the things I noticed about your line is your choice of color palate. What inspired your choice of colors and how would you describe the theme of your color choices?

A: After being a New Yorker dressed in black like everyone else, colors started attracting me more and more. I went from black hair and clothes to red hair and clothes. I realized that instead of being a shadow, I just loved how happy colors make me.

Q: The cut of your garments also are different and non-traditional, what inspires the shapes and what drew you to those shapes?

A: I make my line myself by hand, the pieces are not factory produced in a country far away, Making things by hand brings them to life and the shapes I use are very organic, makes them move., They are also often very flattering – a sleeve put together of several freely fluttering pieces feels like you don't have a sleeve but gives a little coverage at the same time.

Q: What kind of fabrics do you favor for spring/summer, and for your fall/winter collections?

A: I love working with stretchy fabrics because they are so comfortable. For

Q: First thing, just give me a little background on you and what path you took to get to creating these clothes.

A: I was born and raised in Switzerland. We had Home Economics classes starting in third grade where I learned all the necessary skills to construct a garment. Later, I went off and did other things. I came to this country as a high school exchange student and then went to college in New York City, studying photography and art. As soon as I moved to an apartment larger than a shoebox, my mom got me a sewing machine and I started getting into sewing more, started changing patterns more and more until I was designing them from scratch.

the spring/summer collection, I've mostly been using a bamboo knit, which feels cool to the skin, is extremely soft and is environmentally friendly. For fall/winter, I've been using a lot of boiled wool, which is so luxurious and has a gorgeous texture and drapes beautifully and again is stretchy because it's made from knit wool.

Q: What kind of story or feel are you trying to evoke with your line?

A: The pieces should feel special. They are not basics. They want to be your most favorite thing to wear. They flatter your curves and should make you feel confident and special.

Q: How would you describe the type of woman you feel would be drawn to your clothes.

A: She is elegant but wants to be comfortable. She is creative but doesn't want to disappear behind her clothes. She is smart but doesn't take herself too seriously and loves to have fun.

Q: And where can people get your line?

A: My line is available by special order from Brazen Betties in Torrington, CT, and on Etsy (http://www.facebook.com/1/17a3bE2jXdD_01uzzLIbg tPU32g;meerwiibli.etsy.com).

For more information, go to www.sarahmariavischer.com/



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Above and below, examples of the designs from Meerwiibli.



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The designer of Meerwiibli, Sarah-Maria Vischer-Masino, in one of her own creations.

