

Bweela Steptoe

The Fine ART of Couture



Bweela Steptoe walks the creative realm with ease. She is the daughter of two very different artists and tells her story through the designs she creates. Her father, the illustrator John Steptoe, gained fame in the 70's and 80's for his children's books. Bweela's mother, Stephanie Douglas, is a collagist and painter whose work speaks to the richness of her urban experience.

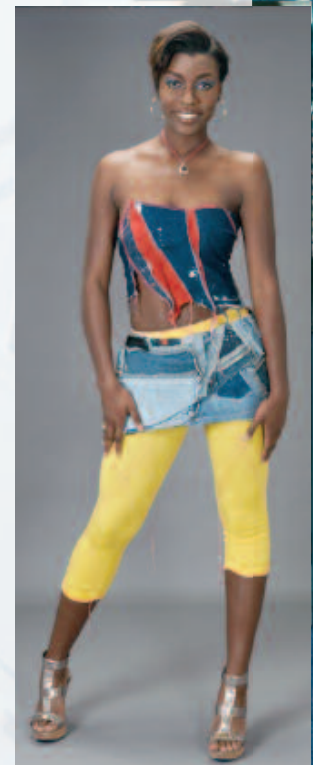


Bweela Steptoe's rags-to-riches style aims to express a kind of inner city resourcefulness she calls "Urban Deconstruction." As the designer likes to say, "Life is about survival, but to do it with style makes the difference."

Bweela is a graduate of The Fashion Institute of Technology, where she received degrees in Accessory and Knitwear Design. At FIT, Bweela acquired knowledge in all aspects of the fashion industry. Since graduating, Bweela has been designing for private clients, as well as selling out of several small boutiques in New York City, including locations in Brooklyn, where the designer also resides.



Bweela Steptoe enjoys creating one-of-kind garments and she also enjoys creating the fabric she uses in her designs. Bweela uses her artistic background and family art influences as an inspiration for her fabric and clothing designs. The splashes and footprints that embellish her deconstructed garments are a defiant reminder of where she came from and, for that matter, where she wants to go. Bweela says, "I like to have fun with what I'm wearing and designing. My designs look young because I feel young, but age is not the issue." The designer adds, "I think we all enjoy walking down the street in something unique. I want my clothing to help enhance the personal expression of others. I love to use a lot of denim because it's easy to care for and it's very versatile." The designer's strong views on how women project themselves are expressed through the clothing she presents. She feels that today's woman can be very sexy — and yet still leave something to the imagination. Bweela rips and reforms a variety of fabrics into astonishing one-of-kind garments that offer a fresh new look for the streets. "Urban Deconstruction" is for the woman of today, for whom Bweela's designs offer a look that is upscale and unusual. Yes, these garments are special, they could even be called "wearable art," but this is clothing that is comfortable and practical as well as memorable and unique.



View and purchase her designs, contact the designer and find out more about her work on her website: www.bweelasteptoe.com.

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