

**An interview with Alexis of Little Name Childrenwear !**  
**www.vendettauncinetta.com**

**1) Can you introduce yourself?**

*I grew up as a triplet living in upstate New York on a dirt road in a cabin in the woods. I received a BFA in fine art photography and my first move from home was to NYC to continue evolving and progressing in my schooling at Parsons School of Design and FIT. I moved briefly to Portland Oregon for design work with Nike, then moved to Philadelphia to work as a print designer and color/concept developer for Anthropologie and Urban Outfitters. After my time in Philly, I moved back to NYC to work as a print designer for Osh Kosh B'gosh.*

*I now live just outside NYC in New Jersey with my lovely husband, where we both work from home . . and where I independently created Little Name. Little Name is a lifestyle collection brand, where pieces are designed to encourage imagination, creative interaction and free-spirited whimsical playfulness.*

**2) You come from fashion industry (like me!), why did you decide to start something on your own and when?**

I am very fortunate for my industry experience. Though in an industry and personal sense . . I am a true introvert. Being extroverted and self-promotional wasn't and isn't my natural part of self . . it was a confidence I needed to find and evolve on my own personally and as a designer. In saying this, it has been a continuous challenge and wonderful personal accomplishment to find a balance of developing my own independent brand in 2012 and finding the ability to work from home, while maintaining the personal and family life I have been striving for. I am so fortunate for my opportunities and feel so lucky for the life that surrounds me on a daily basis.

**3) Do you think your previous career helped you in any way with your way of approaching your actual work?**

I do, every step of the way I have been evolving and defining what I am searching for in what I do.

While my experience in the industry was mostly in womenswear prints . . I have always been inspired to do childrenswear.

I currently conduct all aspects of running my brand from concept development to web design and merchandising to production . . In this sense, I play all the roles I collaborated with within the industry as well . . This is both challenging, freeing and inspiring. The designing process for me while working solo is not the process that is most time consuming . . It's the PR and production follow-up that take the redundancy and time.

Though there is something liberating about being the soul singular energy behind something.

**4) I think people decide to do a clothing line because they feel there's something missing in the actual offer, it was the same for you?**

I actually really enjoy the freedom of independent childrenswear designed all around the world, and feel there is a lot more creative potential in the United States for an unique independent voice and direction. I hope that my brand can bring something functional and whimsical to the mix of childrenswear.

**5) How would you describe your brand style?**

Vintage-inspired, functional, nostalgic, reminiscent, whimsical.

**6) For us in Italy your style is very "vintage american", it may recall a bit " Little House on the Prairie" series...right?:-)**

I enjoy unwinding the qualities of the past . . materials, coloring, construction and details.

The style of the collection can also be very English Victorian.

I enjoy the idea of creating and bringing back something timeless and reminiscent of the past.

**7) You've won a lot of prizes! Tell us about**

I have been very fortunate since I began the beginnings of Little Name in 2012. I began in my first year by launching an educational and interactive children's accessories series . .

Which I was lucky to receive enthusiastic feedback on. I am now continuing in launching my Made in Nyc 'Rain & Shine' Childrenswear collection, which is accessorized and inspired by my first collection. It has taken a lot of development and

perseverance . . But the wonderful thing is I am independently doing what I absolutely love, and that is such a daily gift.

**8) How and where do you sell your items?**

I am only just launching the full 'Rain & Shine' childrenswear collection this Spring-Fall and also just gave birth to our first beautiful baby girl (Fable) in late March. She is wonderfully consuming my time. For the time being, the collection will soon be available for purchase on my website :

[www.littlenamedesign.com](http://www.littlenamedesign.com)

I am also searching for an International and US Sales Rep . . and hope the collection will be available in adorable boutiques very soon.

**9) What do you like to do apart from sewing? Which is your powerful influence?**

I like writing small songs for our darling daughter, record collecting, and being a stylist / contributor for blogs and magazines as well.

I love slow walks in the woods and frequenting flea markets and farmer's markets with my lovely husband.

I have a wonderful home and family life that inspires me each day.

**10) Anything you would like to share**

Once sales have begun, I hope to be able to donate a percentage of sales to a children's non-profit organization and hopefully let Little Name influence even more than how children feel in their clothes.

For now, if my collection manages to encourage a child to feel more comfortable in their own creative minds and skin, then I have succeeded!

**Thank you Alexis!**

**Gaia**