

THE DREAM

Passion, determination, talent, application and hard work have characterised Claire Einton's rise in the fashion world. After graduating from Wanganui UCOL with a Bachelor of Fashion, her portfolio impressed Debi Masters of Auckland's Avie Knitwear who took the budding designer on as an assistant designer and marketer.

A whole two months later, the young UCOL Fashion School graduate was given the opportunity to start her own label. Launched in 2004, the Einton knitwear range, described as sophisticated and feminine, proved a hit with buyers, and led to Avie extending its retail network. Sales of the label had doubled between seasons, and led to Claire's clothing being featured in Apparel magazine. Now the young designer has her own fashion company, Adorn Ltd, with Avie as her supplier, diversifying into a full New Zealand-made fashion range. Her rapid progress has all been a bit breathtaking.

At high school in her native Zimbabwe, Claire took fashion related subjects and dreamt of having her own fashion label. Settled with her family in Auckland, the reputation of Wanganui UCOL's Fashion School made it a first-choice tertiary destination, and provided her with the crucial grounding, insight and confidence to take each chance that came along.

"It's worked out really well. I originally planned on having my own label in three to five years after getting plenty of industry experience, and learning all the ins and outs and dos and don'ts. Working for someone else is a valuable place to learn. Running your own business takes so much more than creativity."

Staying motivated and focused on the business essentials while keeping everything in balance is a major challenge. "I'm designer, manager, seller, buyer, marketer - there are so many aspects to consider. So far, though, it's been a fantastic experience."



Claire Einton has gone from strength to strength with first her own label, and now her own fashion company.