

# The Blonds

BODACIOUS FASHION ICONS

By: Kelly Thompson

It is hard to ignore Phillipe and David Blond when they walk into a room. Their signature platinum locks combined with dramatic fashion designs mean that it is impossible to stop staring. David and Phillipe have a mutual love for design, which led to the creation of the Blonds fashion label, which has been producing vivacious pieces since 2008. But the Blondes don't just love fashion, they love each other, and have for more than ten years, since Phillipe skipped his prom and instead, met David at the Roxy in New York City. Pie had a chance to sit down with the creative duo and pick their brains about all things blonde and all things fashion. If you can't keep your eyes off this handsome couple, it is even more difficult to ignore their stunning fashion creations, including everything from corsets to polished skirts. The influence of iconic blondes on their fashion line is undeniable, with tributes to Marilyn Monroe, Madonna and of course, Barbie, infused into elements of their designs. When asked what sparked their decision to take their relationship to the runway and collaborate on a fashion line, the team had this to say; "After becoming a couple, we realized our ideas toward fashion were very similar and we'd make pieces to wear out. Pat Field bought a bunch of those pieces and then Beyoncé was the first celebrity to use a piece in her video for "Upgrade You". After that, our hobby turned into a business." Since then, David and Phillipe have been setting fashion bars with every collection they put out.

The Blonds are notoriously flamboyant and fun, allowing those qualities to stream into their designs. Maintaining that the "work speaks for itself, and flamboyance is part of the fun," it is obvious that work and play go hand in hand for these two. In an effort to maintain the fun and passion in fashion, David and Phillipe consistently push the restraints of what we are taught to expect out of articles of clothing. "Putting boundaries on fashion is ridiculous because it limits creativity and individuality. Making a statement is what fashion is about." It is obvious that the Blonds operate under this mantra in both their lives and their designs, as each piece is adorned with flair and glamour. And when it comes to the Blonds, "glamour" is definitely the appropriate word. With the goal to make "anything glamorous", the Blonds certainly achieve it in their



flashy line, embracing the runway as an opportunity to showcase their work at its best. "The runway is exciting because we get to express our inspirations for the season without diluting them." Phillipe is the greatest example of beauty and grace, and he often chooses to appear in their fashion shows, strutting the runway with a fierceness that can't be competed with. David noted that, "Phillipe is the muse and inspires most of what we make. All the girls love Phillipe because he's the ultimate glamour goddess." Pie asked David and Phillipe if they weren't such great examples of the brand itself, did they think their work would have the same affect? They were adamant that it all comes down to the client. "I think it has a lot to do with how the client feels when we collaborate, because we're so passionate about the clothing and what it says." Reeling success hasn't changed





the way the Blonds approach their business. They are true to their proverbial roots and take pleasure in dressing each client, not just celebrities. "Each client brings out a different facet of our clothing and we enjoy working with all types of people. We love all of our clients and the relationship we develop with them." It is this attitude that has contributed to their booming sales, with more and more dedicated fashion lovers worshipping the Blond label, both celebrities and every day citizens alike. With the Blonds' latest collection just hitting the runway, David and Phillippe have created yet another whirlwind of success. Their inspiration for their newest designs are attributed to 1960s bombshells like Raquel Welch and the Playboy Bunny, and the Blonds cite Hugh Hefner as "an amazing person. He's like a real life James Bond." It is no wonder that paying homage to the sexy woman who grace his magazine covers has been reflected in their newest pieces. Together, the Blonds refuse to accept that they've reached the pinnacle of drama in their careers and maintain that being involved in fashion is like "being on a roller coaster." They commented, "Every moment is dramatic. You never know what will happen." In a world that has become preoccupied with job creation and bank statements, occasionally, we all search for a means to escape the tough realities of life, and the Blonds allow for this through each of their designs. "We do our best to push the envelope and take people to places they've never been. Like a great Fellini film, our pieces are a glamorous escape."

Although their fashion line goes hand in hand with the colour of their locks, the couple was quick to comment when asked if they would consider dying their signature blonde hair. "We always say, "You don't have to be blonde to be blond," because it's the feeling, idea, or state of mind. So you never know, but I wouldn't hold your breath." So although they won't be brunettes anytime soon, David and Phillippe Blond are nothing if not the pinnacle of glamorous.

