

December 2008: Corriere della Sera Firenze

The Italian Stylist from New York with the “golden touch” for corsets - Sara Romoli

There are still those who believe in the idea of the American dream. Despite the current economic crisis, many Italians packed their bags last year from the States in search of fortune in Asia, India and UAE. Sara Romoli, Tuscan from Figline V.no, in the Big Apple counts herself as "lucky" becoming the designer of the retro urban corsets and tops. So much so that on December 7, 2008 one of her creations was worn by popular Canadian singer Amy Rivard at Madison Square Garden at a recent NY Rangers game. Sara says "there are many boutiques interested in my collection and we are in negotiations with several department stores." And to think that until a few months ago this enterprising girl had no expertise in the world of fashion design.

THE AMERICAN DREAM – This former law student from Figline V.no arrived in America several years ago and tried, at first, to continue her studies, interning at a law firm on Madison Avenue. "My mentor was the lawyer Meleena M. Bowers" – Sara us on the phone from New York – "she allowed me to follow processes in a downtown court because my dream was to become a criminologist. Manhattan, however, is an expensive city and without a cover economic background, I decided to look for modeling jobs. Then one day the idea came to me to make my own calendar and sell it online. I was my own make-up artist and stylist. With only the help of a photographer, I did everything else on my own. It was not easy but we succeeded. I received e-mails from around the world and had the feeling that most people who contacted me saw in me the opportunity to realize their dream." Three months ago Sara has started a new challenge. "I did not know anything about patterns and only had a basic knowledge of tailoring. I never studied fashion. It was a big learning period for me. Every day we would meet in my office after work and at the beginning it was a total disaster." In a short time, the "American dream" is beginning to come true again. Sara now has a business office and her fashion collection is in motion. "Last July nobody gave credit to my fashion skills but I think if one can dare and have a true inner passion to succeed, the difficulties can be overcome."

THE MARKET – Ms. Romoli is targeting an expansive market for her collection. "I really want to sell my line in Dubai," she said. Her most ambitious short term goals are to have a few famous celebrities wearing her pieces on the big screen and down the walkways. "In Italy, I would love to work with Simona Ventura and Monica Bellucci - and in America, Heidi Klum, Halle Barry, Ashley Judd and Charlize Theron." It's a lofty goal for this enterprising woman. Meanwhile, one of her recent creations happened almost by chance as Sara returned to her roots by choosing a fabric from Prato. "To find my inspiration I visited multiple shops on 7th Avenue in New York. Here I found shops with original fabrics coming from all over the world. It is incredible that for my first creation my attention was caught by a tiny shop selling a golden cloth with a unique floral pattern. When I discovered that the cloth was from Prato, I was happily surprised. They are still located in my region of Tuscany and if one day I could sell in Florence I would do it in Piazza della Signoria."

Laura Antonini