

# Fabulosity- Designer Tadashi Shoji

Written by Story by Corbin Chamberlin

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You're probably familiar with his clean-lined ball gowns and flattering dresses, but we got to know fashion designer Tadashi Shoji a little better after sitting down with him backstage at the Holiday Prelude fashion show at The Phoenician Resort.



Holiday Prelude XXIV benefiting Phoenix Art Museum, Phoenix Youth Symphony and Phoenix Theatre was held on December 11 and was a great success. Here is what we learned about Tadashi:

**What were your inspirations for the collection and why?**

The Black Rose, as it symbolizes rebirth and renewal.

**Talk to me about the color palate of the collection?**

Black with accents of geranium, rose, dessert blossom, hyacinth.

**Who is the Tadashi client?**

We like to think we can dress women from 17 to 70. All ages, all body types.

**Which celebrities have you dressed that have made your heart sink?**

Helen Mirren, Oprah.

**Your collection is normally so "architectural." In this collection I feel like you have strayed from the norm. Am I correct? And if so why?**

Yes for fall/winter 09 I turned to more organic shapes found in nature. I felt it would lend itself to more comfortable way of dressing.

**You started working for a costumer, has this effected your design style?**

I definitely learned a lot from working with Bill Whitten, but he designed costumes, I design more for real women.

**When did you know you wanted to work in fashion?**

It happened by accident when I was in art school. I learned that sculpting was the same as sculpting fabric on the female body.

**Besides yourself, which designers do you admire and why?**

Vionett – the use of draping is incredible.

**Being born in Japan, do you feel like this affects your design aesthetic?**

I definitely am more influenced by the shape of the American woman, but there is always an element of Japanese culture in my work. After all, I am Japanese.

**What can we expect from you in the future?**

Working on Fall/Winter 2010 as we speak...stay tuned as it develops!

**How are you liking Arizona thus far? Enjoying your visit?**

Yes very much so, the customer here is very savvy and really knows and understands great fashion.

[Click here to see photos from Tadashi's Fashion Show at Holiday Prelude XXIV.](#)