

Fabulosity- Joy Li: Prada of Scottsdale

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I recently discovered a local designer with such talent and taste--and what a joy she is! A fellow tastemaker introduced me to the designer Joy Li (ironically at "The September Issue" film premiere); being unaware of her or her designs I had no idea Arizona possessed such talent. I made it a point to visit the designer at her waterfront store near South Bridge in Scottsdale immediately, I strolled into the modern store and was dumbfounded by what I saw. I thought to myself promptly "when did AZ get a Prada?" But this was no Italian designer. Joy Li presented me with some of the most well-designed clothes I have seen in a long while.



Joy Li designs for real women, who enjoy well-designed clothing at a very reasonable price. I waited most eagerly to see her newest collection; she tastefully displayed the new line in a gallery above her store; the collection was modern and militant. She took the classics and made them current with precious details and spot-on colors and marvelous fabric choices, while also adding vintage inspirations to make them feel absolutely timeless. Canvas trench coats with an avant garde cowl neck and military badges on the shoulder; a column dress in a marbled like cotton of white and grey with the most splendid black light weight cape that tied around the neck (one of my personal favorites).

Joy Li also showed a sculptural dress with a side-running zipper that created a lean figure: the perfect contemporary little black dress? I think so. Li kept the colors of the collection minimal, with grey stone tones, plum and black. She did not need outrageous colors to impress--she let details and fabric dazzle. In these thin economic times it is crucial to have clothes of such longevity and class that you can wear seasons from now. It is all about the classic: colors and cut that will astonish the figure. Joy Li delivers this in her new collection. I got to sit down with the brilliant designer to get to know her better.

What should every woman have in her wardrobe this fall?

Jacket and Leggings!

Where do you like to vacation?

Santorini Greece

When you are not at your studio where can we find you?

Hiking, Yoga or running along the lake with my dog

Who are your favorite designers?

Rick Owens, Muiccia Prada

What is your latest clothing splurge?

Top Shop denim shorts

Who is your favorite artist?

Mark Rothko

What is your favorite place to grab a bite to eat?

My friend Robyn's or Havana Cafe in NYC

What is your must-have beauty product?

Witch Hazel

When did you start designing and where?

As soon as I could draw, against my window.

Talk to me about your new collection, what is it all about?

Vintage military: Achtung- mixing new with vintage accessories: pins, hats, bags, etc. colors: Washed Putty, Stone, and Faded Black. Strong confident sexy looks. Proportional mix of textures and tones, clean vs. raw, shine vs. matte, classic infused with modern edge.

Who is the Joy Li customer?

Women who project confidence in who she is. Brings value to what she does with family, career and community. She lives her life honestly, means what she says and conducts her life with integrity, love and maintains core values in every action she takes.

Who or what inspired you for this collection?

Zana Briski, U2, my mother, Obama, Mad Men, Blondie, Slum dog Millionaire

For more information about Joy Li visit www.joyli.net.