



Q&A

HAYLEY PAIGE

AVAILABLE AT NOW & FOREVER BRIDAL BOUTIQUE



Q: Where did you get your start in designing?

A: Design has been an innate part of me since I can remember, but the confidence that it would ultimately turn into a career built over time. Growing up, I was the kid playing dress up, making Barbie clothes and drawing comic books (of Disney princesses!) My grandmother taught me to sew very early on, so I would always be making my "next dress" for a school dance. During college, a more concrete application of design was required when my work was critiqued and fine-tuned. As with every creative process, feedback and refinement of your craft are essential in solidifying whether you are good!

Q: You've set up a very unique market of gowns. Where did your vision come from, especially for dresses like Dori?

A: It would be great to rely on algorithms to come up with "the perfect dress," but artistic vision is more visceral. As it is exercised, the aesthetic grows stronger and more resolute. It's important to have creative instinct, but it's also important to expose yourself to visual stimulus. I attribute much of my personal growth to my experiences in the industry and giving myself time to evolve. It doesn't happen overnight, although I will admit that sometimes dresses do come to me in my sleep!

Q: What is your favorite gown you have designed and why?

A: It's like choosing a favorite child! I guess the next gown is always my favorite because it's something to look forward to. I move on and elaborate from concepts rather quickly—so this season, I introduced leather, spikes and studs; next season, I'll be onto something else just as exciting! I also debuted a red carpet collection this year, which has been an amazing opportunity to broaden my depth as a designer. I suppose, if I had to choose, the Guindon gown is the most memorable because it was brand defining and truly authentic. The striped fabric is now iconic to the Hayley Paige brand and fully embraces an "it girl" status.

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Q: Tell us about the Houston gown—what was your inspiration for the design and the name?

A: The Houston gown was inspired during one of my trunk shows at Now & Forever. I relate to the bridal demographic and pay close attention to the dialogue. Balancing your assortment every season is important, and there are certain places that really speak to you.

Q: With all you have going on, how do you balance work and family?

A: I want to live a full life, and it can drive people around me nuts. For me, the best source of balance comes from having business in New York and family in California. I love being challenged in the concrete jungle, but the sensory overload can be numbing at times and I find myself just going through the motions. Going back to California helps me stay grounded and breathe again. The other major element to mention here is that I am head over heels in love with what I do... and I am grateful for that every day.

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