

RUNWAY

SPRING WORLD ISSUE 54

RUNWAYLIVE.COM

**CHANEL
RYAN**

exclusive

INTERVIEWS

ARIA BROOKS

INDI STAR

BITA MILANIAN

COLETTE LUSH

WYATT WALTER

VI LUONG

EKA MCLEOD

ELISABETTA ROGIANI

**THE
GAYLORD**

TEMPTATION

**EAST
MEETS
WEST**

APLOMB

**MOOD
SWING**

SPRING/SUMMER

ELISABETTA ROGIANI



PHOTOGRAPHER: ROBERT REIFF @ROBERTREIFF

Tell us about your background as a designer

I was born in Italy, the most beautiful place in the world. At 5 years old, I was already cutting and sewing. I kept wearing them out and my mother kept replacing them. At 12 I became an apprentice with a tailor. In high school, all my friends would ask me to sketch outfit for them. At 17 I worked as a fitting model for Luisa Spagnoli in Perugia so I could learn from the best.

While completing my Doctorate in Pedagogia at the University of Perugia, I took the money I made and as a fitting model and secretly studied pattern making and attended the Academy of the Arts simultaneously. My father wanted me following the family as a Doctor.... but I was determined. I was, and still am, in love with sculpting, painting and taking photos. I continued years later in Los Angeles receiving diplomas from Akane Kai Textile School and Kawai Art School.

It was there in Perugia at 20 that I opened my first store– Old America. I was one of the first to take vintage clothing and repurpose into newly designed items.

It was great, but I still wanted to learn more so I moved to Rome and attended KOEFIA Academy, International Academy of High Fashion and Costume Design. While I was still in school, Raniero Gattinoni Couture brought me as a junior designer where launched his knit line. I also oversaw their photoshoots with Italian Vogue which was influential on my creative process.

Then of course, I opened another store, Mago di Oz. I still remember making the logo. Such fun days.

Yet now you're here in LA?

Yes, eventually I came to Los Angeles. I worked as an image maker and stylist. I was fortunate to work alongside some of the most iconic photographers – Greg Gorman, Herb Ritts, Matthew Rolston. Melvin Sokolsky and Philips Dixon, too. They were truly couture photographers- it was wonderful. Our Lancôme campaign with Isabella Rossellini and Christy Turlington for Maybelline both stood the test of time. They're still impeccable.

I was introduced to Max Azaria and he brought me in as BCBG's first designer. He also produced my Elisabetta Rogiani collection until I launched my own company and boutique.

But the best of all is now– Elisabetta Rogiani Couture Fitness. It means the world to me.

When did you get into health & fitness?

Since I was a child, I've always been active and lived

a fitness life. My parents influenced me– my father was a boxer who loved to meditate and was a Doctor how focused on nutrition. My mother was on the Italian national basketball team, and was an artist and real estate businesswomen, owning her own construction company. My evolution into a fitness fashion designer and brand owner was only natural.

How do you go about creating your designs?

It's a simple result of combining clients request, fabric innovation and the subtlety of the perfect fit for each body. We create Couture Fitness. We custom cut each piece to order. For individuals, we customize the fit based on their measurements. For stores, we customized based on their brand needs, often providing unique co-branded collections. This is a unique concept that has been at the core of our brand since the beginning. We continue creating custom styles for our private clients, celebrities, studios and boutiques.

What is your favorite piece that you have designed?

The Italian Culture Center honored my career in the United States with an exhibition of my most famous dresses on various mannequins. The centerpiece was my masterpiece– a 1700's style hoop skirt that I built from scratch with wire. Each of small ruffles was made with fabric representing each of the countries in the world. To complete the look was an Asian-inspired silver leather top representing the waterfall of knowledge that connects all countries. The confluence of design and detailed construction with the overarching method and message made it truly my favorite of all time.

What designers influence you?

Helmut Lang's team has achieved a high architectural quality that is a modern approach to the human body with the ultimate simplicity and has influenced me tremendously.

What do you do to relax?

I start my day by playing the Daily Calm meditation and feed my birds and squirrels! Each day after work I go for a walk to check the progress of the flowers and take photos.

Do you have any favorite projects that you have worked on recently?

Recently I made a custom dress for Kenye Moore for a Hydroxycut ad. It was a challenge to create the dress without anything but a photo and basic measurements, and it was needed the next day. There was no possibility of a fitting so I was so happy to hear back from the stylist, Julia Perry that it was a PERFECT fit and that Kenye loved it!

Another project I'm enjoying is working with independent boutiques and yoga studios, helping them recovering from Covid-related closures and financial strain. We have expanded our co-branded offerings and have structured with a very accessible entry point. This has helped small businesses attract customers back into their studios and shops, providing something new and exciting for them to share.

Which fabric do you use for pieces?

At the Academy of High Fashion, I learned to start every design from the fabric and that from there comes the inspiration for what to do next. With that understanding, we offer our clients over 140 color options over multiple types of fabrics, including supplex performance, stretch mesh, prints, soft and comfy heathers, wet looks and vegan suede.

Have you ever thought about doing pet designs to match your line?

Yes, I've created many matching outfits for clients and their dogs. Some pieces that I have designed include plaid leggings with matching plaid coats as well as with sequins matching for events... all sorts of fun stuff. I would love to do more matching outfits because I simply love animals of all kinds!

What kind of music do you like?

Right now, I really like the Italian rock band Måneskin and Henry Styles. They are trendsetters following on the steps of David Bowie. I also like Dua Lipa because she's balances sexy and classy, which not everyone can do. She remains feminine in the most outrageous outfits. I enjoy artists that open a new avenue and push fashion to the edge. But I must say my favorite artist of all time is Alicia Keys. She just gives me chills listening to her live performances.

What is next for you?

Well, we have some new co-branded collaborations coming up that we are super excited about. I'm especially enjoying designing for the transformation teams and ballet studios.

I'm also very excited about some of our sustainable fabric designs and recently introduced our newest bikini in fabric made from recycled poly from plastic bottles. We are focused on creating more designs using sustainable fabrics. We use 100% recycled brown paper for our hangtags and recycled products for our packaging. Like my father always told me, don't throw away any piece of paper unless it is written on both sides! LOL! This is how I have operated my entire life and see it as a way of life.

What are your hobbies?

I get the greatest pleasure from painting, gardening and video games. I absolutely love painting on silk,

paper with acrylics and natural inks.

Do you work with any celebrities to promote your line?

Yes, celebrities were the first to believe in my talent... and years ago were the reason I started my line. They pushed me- I was making evening dresses for red carpet events, and they wanted the same couture fit off the red carpet.

What do you do to advertise?

We are fortunate that our following is organic, based on references and relationships, which also led to our favorite- magazines covers! Because I talk directly with every customer, editors, influencer, stylist and photographer, the interaction becomes a personal relationship and true friendships form over the years.

Do you work with any charities?

I am passionate about rescuing animals and have been working with SPCA-LA for a long time. During Covid, we started a \$1 donation to them for each mask we sold. I have been rescuing cats all my life, and currently have two amazing cats that I rescued and adopted.

Plug your Social Media

IG @ElisabettaRogiani
FB @ROGIANI Fan Club
TikTok @ElisabettaRogiani
Pinterest @ElisabettaRogiani
Website: ROGIANI.com



"Proud Bamboo"
Sumi-e on Rice Paper by Yasu (Elisabetta Rogiani)









