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A First Look at Designer Sunjoo Moon's New Collection for LA's Of Two Minds



Of Two Minds Fall 2011 luxe, bohemian, layer-savvy collection with hit stores this month.



Structured blazers easily pair with paper bag crops.

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Washed leathers and vintage-inspired boleros.



Shimmer frocks toned down by boxy, boyfriend-inspired blazers.

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Moon's collection favorite: the Daria dress in a serpent snake print



Luxe layering with fur accents.

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Shorts adorned with button detail add interest while loose, peasant-inspired tops keep the looks fresh and relaxed.



Structured harem pants stay fresh into fall when paired with a feminine belted jacket.

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*To call [Of Two Minds'](#) Creative Director and Designer [Sunjoo Moon's](#) resume impressive is a severe understatement. Hailing from Paris—where she cut her teeth in fashion with her own eponymous label, along with head women's designing stints at Missoni, Kenzo and Thierry Mugler—Moon is now living in L.A., fronting an L.A. line. We caught up with the designer to talk about the *Of Two Minds* latest collection hitting racks this summer, which features vintage-inspired prints, luxe textures and bold details. A clear mix of Parisian chic with California casual, Moon let us in on her Fall 2011 design inspiration, how she got her big break, and the most difficult thing about doing what she does:*

The Feast: What drew you to begin designing for Of Two Minds?

Sunjoo Moon: When I moved from Paris to Los Angeles, designing for Of Two Minds was a natural step in the creative process, mixing the lifestyles of the two cities.

Who do you design for?

For the modern bohemian international woman who has artistic and creative sensibilities.

What's the most difficult thing about doing what you do?

Timelines – to be always running against the clock. When you are designing one season, you have to start thinking of the next season and so forth. In music you can take years to come out with an album, or take years to write a novel, in fashion the turn around is very quick as we are dictated by our seasons.

How did you know you had made it as a designer?

After having been the head women's designer at Missoni, Kenzo and Thierry Mugler I felt pretty established in what I was doing.

Do you remember the first time you sold something?

Yes, I was 17 years old in the last year of high school. My parents were convinced I would have an academic future and would not let me buy any more fabric to make clothes, so I started making clothes from sheets in the laundry closet and started selling them at a young designer boutique. The next day I saw a girl wearing my hand painted dress on the terrace of a café.

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What's trending in terms of womenswear in LA right now?

Hippie Chic is trending in LA right now and that is aligned with the aesthetic of Of Two Minds.

What is your favorite piece from your Fall 2011 collection?

I love the Daria dress in the serpent snake print. The eclectic mix of the cool relaxed side of it with its sophisticated edge is for me the true mix between Los Angeles and Paris.

What have you been wearing nonstop lately?

The lace patchwork top from Fall collection. It's a fabulous piece to wear because you can dress it up or down...it's so easy.

Words of advice to aspiring designers?

Believe in yourself and pursue your ideas and never forget that where there's a will, there's a way!

Your favorite places to eat, shop, and play in Los Angeles?

EAT: I like Soho House Sunday Brunch, under the 65 yr old olive trees, on the rooftop. Urth Café on Melrose Ave is an easy place to meet for coffee or lunch as well.

SHOP: Vintage shopping in Hollywood and Burbank, Rose Bowl Flea Market and little shops in Echo Park and Silverlake. I love Heist in Venice on Abbot Kinney, Ron Herman is always a sure bet, and Traffic is a great go for interesting finds.

PLAY: Dinners at Soho House and Chateau Marmont, pool parties at home, and summer dinners on Broad Beach or Malibu.

Fill in: I love L.A. because of its eclectic mix of people and industries, **but I could go without** the traffic!

You can shop Of Two Minds Fall 2011 collection when it hits store this summer at Ron Herman, Fred Segal trend, Elyse Walker, Heist, Traffic, and Nordstrom.

