

STELLA CARAKASI

Stella Carakasi

PRESS KIT

SPRING 2014 COLLECTION | SEP 2013























WHO WE ARE

Stella Carakasi is a premium collection of women's clothing that combines European architectural influences with casual elegance.

Fabric manipulation, surprise details, and unique combinations create the special consumer experience that gives true meaning to the upscale boutique concept.

Quality, creativity, value, and inspiration are the fundamental ingredients for connecting with the consumer. Our label is based on our own core beliefs: quality craftsmanship, timeless beauty, and practicality.



MEET STELLA

“My clothes are designed for women who value quality and practicality, and are not afraid to be unique and a bit eclectic. They are confident, bohemian at times, and they like to make personal statements with their style. My clothes are not about age or body type, but rather about lifestyle.

Clothing has to be unique but understandable. More importantly, it needs to be wearable and easy-to-care-for. I never compromise on craftsmanship and quality. What matters most to me is that our customers feel fabulous when wearing our clothes.”



STELLA'S BIO

Designer **Stella Carakasi** was born and raised in Germany by Greek parents. The daughter of a talented tailor, **Carakasi** says, "I wanted to be a fashion designer ever since I can remember. My earliest memories are shrouded in cloth, the sound of sewing machines, buttons and lace, patterns and cloth scraps."

Despite her love of fashion, **Carakasi** was encouraged to pursue academics, so she earned a degree in linguistics and became a translator fluent in four languages. But, to the dismay of her parents, she eventually left the country to pursue her passion. "I had a dreamy image of California and the US, so I quit my job, told everyone I was going on vacation, and came to Berkeley in 1988." In California, **Carakasi** earned a degree in fashion design and launched her own signature line of tailored suits and eveningwear that was very well received by better specialty stores.

She met Steven and Allan Boutrous during a show of her collection. The brothers had just launched Two Star Dog, Inc. with a line of men's clothing made from hemp. "I was skeptical at first," she recalls, "but the more I learned about hemp and eco-friendly fabrics, the more I began to share their enthusiasm. After joining the fledgling company, **Carakasi** launched a women's line and the company quickly made design history as the first U.S. company to create The Original Hemp Jean ® and full collections of garment-dyed sportswear made from hemp.

In 2012, the company launched the Stella Carakasi label under her name. "I had my own vision for what I wanted to do, and this was the perfect platform for me to realize it," explained **Carakasi**. Her main mission now is to design for "real woman" and she designs with practicality as a priority. "I cater to women who have busy lives and want to look fabulous effortlessly," she says, "Our clothing provides quality and uniqueness, practicality and comfort - all at a great value."



STELLA CARAKASI DESIGN HOUSE

- Our design house & global company headquarters
- Design, development, sourcing, production, manufacturing & distribution
- Global sales hub with sales representation and boutique network across U.S. & Canada



STELLA STUDIO

- Our place to showcase “behind the scenes” & try new things
- Current and past collections, trunk shows & sample sales
- Community events: style sessions, collection previews, fundraisers, etc.



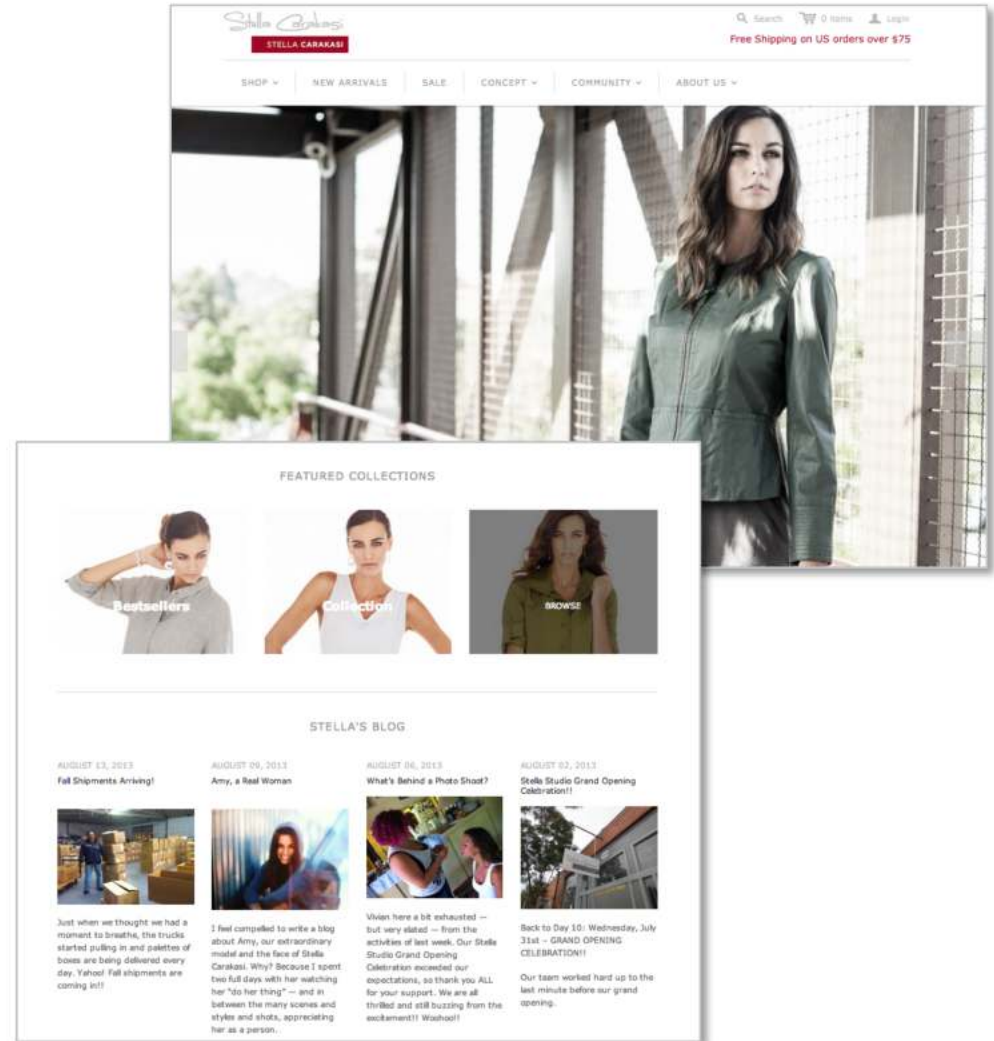
STELLA BOUTIQUE

- Our flagship, upscale boutique experience
- Current collection
- Head-to-toe dressing & showcasing
- Local & international accessories



WWW.STELLACARAKASI.COM

- Global company presence & online store
- The place to shop the full collection online
- Stella's point of view: design, life & inspiration
- Social places to connect with our community:



TWO STAR DOG, INC.

Stella Carakasi is a division of Two Star Dog (TSD), Inc. based in Berkeley, California. The company was founded in 1993 by Allan and Steven Boutrous, and Stella Carakasi joined shortly thereafter as Head of Design.

Two Star Dog began manufacturing men's jeanswear from hemp and other eco-friendly fibers, and was celebrated as an early adapter of eco-fashion. Carakasi went on to create a complete sportswear collection for women and the most diverse catalog of eco-friendly fashion, as well as The Original Hemp Jean ®.

With over 450 accounts in the U.S. and Canada, the company also creates specialty clothing for private label and catalog companies. Partners Vivian Dai and Jeff Fenigstein joined recently in 2013.

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