



GIOVANNA RANDALL

FASHION DESIGNER + FOUNDER OF HONOR

"DON'T WAIT FOR INSPIRATION TO STRIKE. YOU HAVE TO BE DISCIPLINED BECAUSE INSPIRATION DOESN'T ALWAYS MATCH UP WITH ACTUALLY GOOD PRODUCT. TRUST THE PROCESS IS GOING TO TAKE YOU THERE."

Giovanna is a fashion designer and The Creative Director of her bridal fashion line, Honor. She tried out music and medicine before coming back to a childhood dream: fashion.

WHAT IS YOUR UNIQUE GENIUS?

"I am able to bring the fluidity, the flexibility, the exuberance and the excitement that I brought to play as a child to my daily life, as a fashion designer."

HOW DID YOU BECOME INTERESTED IN THIS CAREER?

"I didn't start as a designer. I thought when I was growing up that I needed to do something more academic. It seemed fashion was too frivolous, and it didn't occur to me that it could be a career.

I went to Columbia for pre-med and I realized I didn't really fit in. My husband said 'why don't you just do what you do? Fashion.' All of a sudden after that, it clicked for me. I went to FIT and at the end of the first project it was just like the light went on and it felt like I was back to being a little girl making clothes."

"I think I was always a fashion designer. When I was a kid, I found a broken piece of a balloon and said, 'I want to make this into a dress for a fairy.' My fashion career was born."

IN WHAT WAYS IS YOUR CAREER A PERFECT FIT FOR YOU?

"It's just so intuitive and makes so much sense to me. I have boundless energy for it. I could stay up all night doing it because I just love it so much."

WHAT DOES A DAY IN THE LIFE LOOK LIKE?

"No day is the same. The process starts with the inspiration. Sometimes the inspiration is just a photograph or it could be just a feeling. Then I start looking for fabrics that go with my inspiration materials. At the same time, I start sketching with my team of designers and making samples. We fit the samples and make our changes. We usually go through about three fittings. We take that final sample and make corrections on the pattern. Then we'll produce the final pieces for brides."

WHAT SKILLS DOES IT TAKE TO BE SUCCESSFUL IN YOUR JOB?

"You need to be able to work with others. It doesn't matter if you're a fantastic designer. If you can't communicate and understand where someone else is better at something than you, it will not get done in time."

WHAT DO YOU WISH YOU KNEW WHEN YOU WERE YOUNGER?

"I wish I knew that the world outside really does want you to succeed. There's always room for more talent. I wish that I didn't focus so much on what other people were doing and just focus doing my personal best. There will always be someone better at something than you and it's not useful to think about how other people are doing."

WHAT ARE YOU MOST PROUD OF ON YOUR JOURNEY?

"I'm most proud of longevity and keeping it fresh. I love looking back at older collections and feeling really happy with the choice I made. But I'm also excited when I come out with something that people still respond to and get excited about."

"I design high end clothing because I love making clothing locally and I love the artistry of garment making."

WHAT IS THE COOLEST PART OF YOUR JOB? WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

"I love creating fantasy. I love making clothes for real women on one of the most special days of their lives and making them feel special and celebrated. For brides, this is their red carpet. It's great to be part of it and create for those women.

The most challenging part of my job is all of the things you didn't plan for that go awry. You need to be flexible and figure out how to problem solve. But that's also one of the most fun parts of my job: figuring out a solution to a problem that I didn't expect was going to be a problem at all."

WHAT IS THE ONE THING THAT PEOPLE DON'T KNOW ABOUT YOUR FIELD/JOB?

"People don't know how much collaborating really goes into fashion design. When you see designers you think they're the face of the company. But there are so many people that go into making every collection a success."

WHAT WAS A DEFINING MOMENT IN YOUR LIFE?

"I named my company after my sister, Honor. The defining moments in my life often go back to thinking about those important women in my life."