

fashion

# A CUT ABOVE

Meet the brains behind Tender Cuts, our new favorite fashion line.

by mary o'regan

→ Emily Bryngelson knew exactly what she wanted to wear for her 16th birthday: a red, polka dot Minnie Mouse dress. But living in Dodge Center, Minn., where there wasn't a single clothing store, made that pretty much impossible. So instead of doing what most teenage girls would do—hit the nearest mall for some mass-market shopping—she decided to get some fabric and make her own Disney-themed birthday dress.

"It was a disaster," recalls Bryngelson, who's now 21 and living in Minneapolis. "I obviously had no clue how to make clothes." But that kernel of ambition was all it took to set her career in motion, and Tender Cuts, her chic yet playful womenswear brand, is now one of the most talked about lines in the Twin Cities.

After graduating with a degree in fashion design from the University of Minnesota last spring, Bryngelson jumped into the local scene, selling clothes at Cliché—where she also works part-time—and partnering with a handful of other designers to put on Calamity, a spring/summer runway show at the Lab Theater.

While many local designers stick to basic silhouettes and solid-color fabrics, Bryngelson whips

up everything from custom-designed screenprints to shorts and pants—one of the hardest techniques to master. Her garments are consistently on-trend and often reflect what Bryngelson would wear herself.

"I get a lot of inspiration from London designers,"

she says, naming Luella, Alexander McQueen and Stella McCartney as influences. In fact, it's one of the few places she might consider living one day. But for now, Minneapolis is a happy home.

"I always saw myself after graduation moving to New York and working

Three Tender Cuts outfits, with a Coccoquette necklace (right), available at Cliché.

there for a few years and then returning to do my own line," she says. "But now that I've started my own line and am actually getting recognized for it, I could see myself staying here. The community is so supportive."

Bryngelson is still toying with ideas for this fall, including an October trunk show at Cliché and applying to SCENEaSOTA 2010, a Nov. 6 fashion show. But in the meantime, she's putting together a fall collection and enjoying

her summer. "Being here and having the chance to have your own line and do all these fashion shows and get recognized for it?" she says. "It's such good experience."



PHOTO: MARSHALL LONG / HAIR: AMY HAYES / MAKEUP: NICOLE FAE / MODELS: ASHLEY MOE, MARGARET SINARATH, AND ELLE LEVLER.