

Q & A: Scottsdale Welcomes Trina Turk

Written by Interview by Melissa Larsen
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Trina Turk is making its way to the Valley as it opens this month at Scottsdale Fashion Square with its luxe lineup of women's ready-to-wear, swimwear, accessories and the MR TURK menswear collection. Here, founder Trina Turk discusses why Scottsdale is the perfect fit for her bold lifestyle brand and what's in store for her iconic namesake in 2019.

AFM: What makes Scottsdale the right fit for your next location?

TT: Our success in Palm Springs and Palm Desert has kept our eye on Scottsdale for several years. The vibrant print, color and attitude of our collections align with the desert lifestyle. We will also carry both men's and women's swimwear year-round.

AFM: You said that the desert is the perfect place to wear "vivid print and vibrant hues." Are there certain looks that Arizonans can get away with that might not work for other parts of the country?

TT: Sure. A bright dress or printed caftan is much more at home poolside with a cocktail! You might not be wearing that in a colder climate or down a city street.

AFM: You have 11 annual collections. How do you keep things fresh for yourself and your fans?

TT: I keep my eyes open and observe the world and culture around me to glean inspiration for upcoming designs. Being aware of what is happening with textiles and new fabric and printing technology is also integral to what we create.

AFM: What can fans expect from your brand in 2019?

TT: We're doubling down on our brand DNA and developing products that are more "Trina Turk" than ever. That means better fit, the best signature prints and clothing that lasts. We are the opposite of fast fashion. We'd like our clothing to stay in your closet for years to come—optimistic clothing and accessories that brighten your day.

AFM: What do you consider the must-have accessory for this winter season?

TT: We're loving an embellished brocade pouch with tassels as an evening bag.

AFM: What do you consider your greatest professional achievement?

TT: I'm proud that we employ 180 great team members, we still manufacture in California and we have created an optimistic, recognizable brand.

To Learn More Trina Turk trinaturk.com.