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American Girl

Atlanta native Megan Huntz debuts silk showstoppers stateside.

After living abroad for years, Atlanta designer Megan Huntz has returned to her Southern roots, armed with a collection of lovely silk dresses, a line originally launched in 2008 from Barcelona, Spain, where she was living at the time. It seems only fitting that her first stateside presentation debuts in her hometown. Huntz, who has never relied too heavily on fashion industry tradition, is releasing her latest work on her own terms.

“My collection is kind of nontraditional by nature,” Huntz says, reflecting her nonconformist design tendencies. “They are really not necessarily seasonal pieces. They go all year around ... but I more or less designed the line to be something that you can wear as a party dress at any point in time.”

To understand the creative force behind Huntz’s feminine works of art, one must delve into her core design aesthetic and creative influences. At first glance, the designer’s silk stunners are elegant and sophisticated yet girly and full of whimsy. In balance with spontaneity, no two frocks are alike. Each creation resembles an impressionist watercolor on raw fabric—a limited edition in its own right.

Ironically, Huntz’s parlay into fashion began in denim, a far cry from her chosen textile—the somewhat temperamental silk. She says the transition was seamless, with the process—working with dyes and industrial washes to create the look of each garment—essentially the same in function. Huntz credits her experiences of working in Italy and living in Barcelona for her relevance as a designer today.

Returning to Atlanta is not only part of Huntz’s story, but also her process. “One of the things that I love about being back in Atlanta is that we get to do things outside a lot, and we’re very connected to the outdoors,” she says. “I love the weather here, when it’s rainy, the way that the seasons change. It was just raining, and I threw a bunch of fabric outside, sprinkled some dye on it and let the rain create the pattern.” Huntz also is inspired by thoughts of her Southern childhood, when her mom would make holiday dresses for the budding designer.

For now, the pattern she’s designed for her life has formed into a viable business with women around the world clamoring for her silk showstoppers. Outfit yourself with one in Atlanta, where they are sold exclusively at Vetted, 516 E. Paces Ferry Road, 404.228.4279 or vettedatlanta.com. —DANA HAZELS SEITH

Color Her Pretty

JEZEBEL: Your color palette is soft, sleek and shimmery for wintertime, but still light and airy for summer. Is this something you were conscious of while designing your current collection?

Megan Huntz: Yes, absolutely. I started painting when I was a kid. I love mixing colors, so color plays a huge role. I’m dyeing in the treatment, and it can totally change the statement of a dress. The same dress in two different colors or two different materials can communicate two completely different ideas. I enjoy playing with that.

JEZ: As an artist, is there a thin line between mass producing your work and also having custom pieces?

MH: There are ways to keep an aspect of the piece authentic and with its original intent and still re-create it. I got into this because I was inspired after working in the denim industry for so long—the industrial washers and all of the different kinds of treatment and effects. Even at an industrial level, it’s possible.

JEZ: Do you have a favorite in your current line?

MH: It’s so hard to pick, but I do have some favorites. It’s funny, they can change; it kind of depends on my mood. Lately, the Rosemarie has been my favorite.

JEZ: A sort of core sense of themselves and other creative influences inspires most artists. What inspires you?

MH: They change. My design references change. I’ll get on a kick about something, then it’ll be something different the next week or month or maybe longer. There are some key design elements that I never get sick of that show up a lot. I love vintage clothing, and I’ve always been fond of thrift shopping. I kind of like the search. I like to look and find something—there’s always a bit of that in whatever I do; not so much for the retro look or feel of it, but from a storytelling aspect.

JEZ: Who is the girl who wears your dresses?

MH: She is someone who enjoys life’s spontaneous moments, lives fully, and likes to have fun and be fabulous.



Atlanta native Megan Huntz



The “Sara” dress is short and flirty.