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The Which and The Wardrobe

The Which and The Wardrobe had the opportunity to catch up with Joana Pybus, the young, fresh-faced, British designer. Since appearing on the scene after graduation, she's had a busy schedule; two seasons later, she had proven to deliver cuts that flatter almost every body type, as well as tasteful cartoon humour. Heavy on longevity with a splash of trendiness, here is what the friendly fashion designer had to say about her craft, the industry, and The Office (US)!

TW: Tell me how you first got involved in with fashion design.

JP: I think I was probably about 17, I was doing my A Levels, and it was the first time I had the chance to take on Textiles. I had always been creative, but this was the first time I has been able to channel the creativity into something I really enjoyed.

TW: What was your first impression of the industry?

JP: I think there is good and bad in all industries. I was always told fashion was a notoriously industry to crack, and that the people in it are difficult, but my impression so far doesn't reflect that. So far, the industry has been so receptive and supportive to my work so far which is really flattering!

TW: What do you find most challenging about creating a collection?

JP: I think the most challenging thing is the intensity of work- I have always been prepared to work hard, but when designing and making the collections. I literally live and breathe it, all day and all night. For all this is a challenge, I love the whole process from design right through to construction.

TW: What do you wish other people knew about you, as a designer?

JP: Ooh that's a tricky question! I think as a designer, my work says everything you'd need to know- it's bold, funny, and optimistic, and it has no inhibitions about what it is or what it represents.

TW: Tell me about some of the people you've met while working that inspired you and why?

JP: I've met a lot of people in my short career so far, and it's always inspiring hearing other peoples stories, and how they got into the industry, and what their drive is.

TW: What do you think will change about "Joanna Pybus" over the next five years?

JP: Hopefully the brand will expand and become better known. I just want to keep working hard and see where it takes me.

TW: What's the best/worst thing to happen since you started "Joanna Pybus"?

JP: One of the best things about starting the brand is seeing people wearing my designs- they post pictures of themselves (via Instagram, Twitter, etc.) in the dresses they've bought or the furry bags and how they've styled them, and how much they enjoy wearing them- it's so great to see! I don't think I've had a 'worst' thing happen, there is always going to be drama, stress and panic, but the good stuff definitely overrides those elements.

TW: What would you tell someone who is thinking about starting a career as a fashion designer?

JP: There's a hell of a lot of work involved! But also, I think it definitely helps if you have a rounded base of skills- not just the ability to design, but researching, pattern cutting, sewing and an understanding of business and finance will really help, so you have the ability to function as a business on your own when you're starting out.

TW: As a designer, what sorts of trends do you see?

JP: As a designer, I am aware of the trends but I don't tend to focus too deeply into trends in my work. Last year, I felt the 90's was trickling through into fashion, and now its exploded right from fashion, through to film, music and TV. I guess its just the cycle of decades that always come through, but the 90's seems to be really prominent right now!

TW: What might people be surprised to know about you as an individual?

JP: I am addicted to The Office (US).

TW: The interest in "Joanna Pybus" seems to be growing. Why do you think that is?

JP: I think that people are really receptive to the humour in the brand- but also that it is completely wearable.

TW: What's your personal philosophy on what should be in ones personal wardrobe?

JP: I think that your own wardrobe should be completely dictated by what you like yourself and what you feel comfortable in. My daily wardrobe tends to be either a loose printed dress or a print shirt and skinny trousers- and I hate 'matchy-matchy' outfits! The more prints and colours, the better. I also couldn't live without my trainers- they are completely essential!

TW: If you weren't designing, what would you be doing instead, or what would your life be like?

JP: I really don't know- I think this is the only thing I could do!

TW: How would your close friends describe you?

JP: I had to text a friend to answer this! Haha! Driven, kind, hardworking and bubbly (Thanks, Aimee!)

TW: What do you do when you aren't working?

JP: I like to read, wander, I love rummaging through charity shops, going to galleries and museums, and going to the cinema.

Pybus' individualistic pieces add style to every wardrobe, and this designer shows no signs of slowing down. With two collections under her belt, we're anxiously anticipating the release of her Fall/Winter 2014 collection.