OLD WEST with a *twist*

Amber Seagraves' lifestyle line, Lasso Abode, boasts an array of fringe pillows and suede totes that bring vintage sensibility to down-home décor. Ahead of her arrival at Desert & Denim 3, we sat down to chat about her chic style.

INTERVIEW BY **KRISTIN SCHARKEY** PHOTOGRAPHS BY **AMY BARTLAM**

Elizabeth Rosselle

HOW DID YOUR CAREER START?

I'm born and raised in St. Louis, Mo. My family's lived there for generations and generations. I come from a very large family of six kids. I'm the oldest. I always just loved design. My mom is super creative – she's one of those Renaissance women that can draw anything, paint anything, sew anything, take up knitting, crocheting. She can just pick it up. So I grew up with a very creative mom that was always painting and re-doing furniture and lived in a very creative home. I always loved design, and I ended up going to school for fashion design.

HOW DID DESIGNING FOR RALPH LAUREN FOR FIVE YEARS INFLUENCE YOUR WORK?

The stuff I designed was beautiful and vintage-inspired. It really is very similar to my line. I would say that's where my design sensibility comes from. I just ran into someone from Ralph Lauren a few weeks ago – we worked together for several years – and she was like, "I've been watching your line on Instagram. It's exactly Amber! I've always remembered you wearing double denim and fringe. It's exactly your style." I've always been the double denim fringe girl. At Ralph Lauren, I was definitely more on the RRL side.

WHAT WAS YOUR BIGGEST TAKEAWAY?
When I started Lasso Abode, people would say, 'Wow, your line is so branded." I was like, "Oh, that's all I did at Ralph Lauren was brand." It was instilled in me.

HOW SO?
I actually designed all of the women's polo shirts with the embroidered polo player. Every season, I had to come up with a new polo player. Would it be rhinestone? Would it be leather? Or is it ombré? You're taking the brand to the next level with the iconic polo player. And then the labeling and the packaging, and working with the graphics team to design the hangtags and the labels, and to make sure it looks like Ralph Lauren.

WHAT BROUGHT YOU OUT TO THE WEST COAST?
In 2013, Guess Jeans moved me out here and within the year, they had a bunch of layoffs and shut down my department. But it got me out here and that's what I ultimately wanted. It was a really cool experience while I was in New York, but I just realized how much I loved Los Angeles and I decided to stay.

HOW DID THE BUSINESS START?
I had a Ralph Lauren fringe purse that I would put on my sofa and think, "That'd be a cool pillow." So, I took my idea and made some pillows.

HOW DID YOU GET LASSO ABODE OFF THE GROUND?
I met a friend of a friend who had a sample maker, and she was like, "Oh, he makes bags for me but maybe you can convince him to do pillows," and I was like, "Great!" I went and met with him

and we started working on the first samples. He still makes all of the fringe. He has a small sample room downtown and he can do production. He really got my sensibility down, like the first samples were perfect. They didn't even need any tweaking. I just started making samples and threw together an Instagram account and started styling. I started walking into stores with pillows in a bag like, "Hey, I love your store. Oh, I design stuff. I have some fringe pillows in my car trunk, do you want to see them?" Eventually, we got into some cool stores.

WHAT'S YOUR DESIGN VISION BEHIND YOUR TAGLINE "NORDIC ROOTS WITH A WESTERN TWANG"?
The way I've always seen my style is boho-Western but in a more minimal, clean way. Not over the top. The Nordic aspect comes from more Scandinavian influences in design. This year, I definitely want to add more shearling elements to the line that tie back to the Nordic part of what I originally envisioned.

HOW DO YOU LIKE TO STYLE YOUR PILLOWS?
I love doing things that aren't overly boho – that's where the Nordic roots come in because it still has that minimalist tone to it where it's not overly done. I definitely love putting the fringe pillow on a clean, more modern sofa with a shearling pillow and a kilim rug.

ANY EXPANSION PLANS FOR 2017?
I definitely want to grow the line to have more lifestyle travel accessories – more bags, laptop cases, zip pouches. We've also been working on a guitar strap made of fringe. We've come a really long way with the branding and the lifestyle of it, and designing all the styles, so now it's really just about getting it into more doors across the USA and other countries.

GROUTMASTERS
Complete Restoration of:
- Kitchen Counters
- Bath Counters
- Showers
- Tubs
- Floors
- Regrouting
- Cleaning
- Sealing
- Color Change
- Repair

Office: 760.836.9452
Cell: 760.808.4003
Free Estimates • Interior/Exterior

ORGANIZE YOUR GARAGE
CLOSETS AND MORE!
FREE Installation with this ad
GARAGE and CLOSET KINGDOM
Lic #888618
43088 Madison St. #101
Indio, California 92201
Showroom Hours By Appointment
(760) 342-2221
www.garageandclosetkingdom.com

MADE IN THE USA

LASSO ABODE ISN'T THE ONLY BRAND WITH AMERICAN-MADE PRODUCTS THAT WE'RE EXCITED ABOUT GETTING OUR HANDS ON AT DESERT & DENIM 3, FEB. 24-25. HERE ARE A FEW MORE FAVORITES.

1 | Jalama Design founder Jenna Baucke gathers the Santa Barbara County plants needed for natural dyes herself, which are then used in eclectic accessories like this chic **Clutch**. $90, jalamadesign.com

2 | Iron & Resin crafts its goods one at a time in California, including this hand-sewn **INR Get Lost Bandana** with a signature overlock edge stitch in blood red. $15, ironandresin.com

3 | Husband-and-wife duo Erik Brodt and Amanda Bruegl handcrafted their first line of belts from the wedding buffalo they hunted, prepared and hand-dyed with their families. Now, they helm a lifestyle brand based in Portland, Ore., that includes this **Heritage Coat**, lined with wool blanket fabric and finished with narrow loom selvedge denim. From $595, ginewusa.com

4 | Sarah Kirkham and Anna Warren create all of Tactile Craftworks' leather products in their Milwaukee studio, including this **Basketweave Travel Mug**, which comes in two sizes and a variety of colors for a stylish way to sip on the go. $38, tactilecraftworks.com

5 | Wood & Faulk's **Structured Leather Tote** comes in black or cask brown, made with American leathers and sewn at its Portland headquarters. Slip your phone in the zippered inner pocket, complemented by a lanyard clasp for your keys. $395, woodandfaulk.com

6 | Made with oil-infused calfskin from Milwaukee, Beneduci's **Work Boot 1** features a shock-absorbing platform and supple lining, crafted in San Francisco with "guts, muscle and luck." From $799, beneduci.com

For a Healthier Tomorrow

We LIVE to Care

With over 1.5 million patient visits each year, Loma Linda University Health continues to be the leader at providing the best possible healthcare in the Inland Valley region. Innovating techniques, advancing knowledge and compassionately providing whole-person care are all part of the blueprint to our exceptional brand of service.

Providing quality healthcare services to better the lives of the people we serve is why we **LIVE to Care.**

Find out more about the services we provide in our community, please call **1-877-LLUMC-4U** or log on to **lomalindahealth.org**.

MANY STRENGTHS. ONE MISSION.

LOMA LINDA UNIVERSITY HEALTH