

FASHION LIST | *Everyday Style*

Canadian Designers To Watch: Eve Gravel

By: Rebecca Ridlington, Feb 12 2014

Ève Gravel is the definition of a Canadian success story.

From starting out in her native Chicoutimi, Qué., to studying design in Canada's capital to finding inspiration to start her Montreal-based eponymous label after a transformative trip to Europe, **Ève Gravel** has been producing flirtatious, feminine frocks and separates for women for more than a decade.

A longtime world-traveller, Gravel cites her worldly experience as the driving creative catalyst behind her collections, and past seasons have hinted at the colours of Asian markets to the romantic Latin intensity that brings to mind Frida Kahlo's Mexico.

As fervent fans of Ève Gravel's eminently wearable and seriously beautiful garments, we were keen to question the designer herself regarding her creative process, her vision for her label's future, and of course, the inspiration for her most recent Spring/Summer 2014 collection:



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Becca Ridlington: How would you describe the girl who wears an Eve Gravel garment? How does thinking about the client influence your design process - or does it?

Eve Gravel: She is a young woman who's into fashion and art. She loves comfort with a twist and she is timeless. I start off, first of all, with the things I personally love, with something I could wear myself. These are my inspirations of the moment, items, cultural references, trips etc. that guide me to this creative process.

Montreal is arguably one of the major centres for what's going on in Canadian fashion, and it's also a seriously stylish city in its own right. How does the culture and street style of the city that surrounds you play a role in your design and creative process?

Montreal is a cultural city where so many creative ideas fill the air (music, visual arts, etc.) and this definitely puts a reflection on people who live here. I get a lot of inspiration from the street looks. Montrealers are very creative people who travel and this influences a lot the way they dress.

In the past you've cited your travels as one of the main sources of inspiration behind your designs. Is that still the case? We'd love to hear about some of your favourite and most inspiring destinations.

Travels are always my main source of inspiration. Asia has inspired me a lot for colours and textures. More recently, for the Spring/Summer 2014 collection it's Barbados and Guyana that inspired me.

What are some of the must-have pieces (from either your own line, or in general) that you gravitate to in your own closet?

I love light and oversized shirts.

What aspects of your personality and personal style would you say come across in your label?

Layering and the nonchalant side of mine.

We're always excited about homegrown labels, especially those that are also Canadian-made. Can you share a bit about the process behind the creation of your garments?

Often it starts with the voyage. I leave on a trip for a couple of weeks in order to distance myself from the previous collection, to put myself in another mood. When I come back, I meet my suppliers and choose the fabrics and textures. Then I create a universe around me, meaning I make the moodboards, I order fabrics that I will use and I create the compositions influenced by my trip. Once my universe is ready, I start to draw. I draw everything that comes into my mind, and then I filter it and polish all this so my universe is well established.

We're admittedly excited to see what Spring 2014 will hold. Could you give us an idea of some of the feelings, ideas, and inspiration behind your upcoming work?

Like I mentioned, this collection was born after my travel to Barbados and Guyana. I got inspired by the turquoise waters of Barbados and the beauty of ethnic women. You can find a lot of mixes there: lots of colours and textures, long, short, structured cuts and fluid silhouettes, ethnic and geometric prints.

It's been ten successful years (and then some!) for your label - congrats! But of course, in fashion, we're always looking ahead. Can you share a little bit about your vision of what's next for your brand?

Thank you! We are currently working hard to force our way on the US market which will open the doors to the international market for us. Therefore, many efforts are spent on marketing, sales and development.



