

LIVE • WORK • PLAY • KNOW

FREE

AUG. 30, 2006

# Juice

dmJuice.com



PHOTOS

- Ingersoll Live
- Miss Kitty's
- Surf Shack

BEST PLACES TO...

- Get late - night food
- Eat small plate dinner

## FALL FASHION

Ryan Looyesen dresses Superman. Liza Kindred produced this summer's Grey Market. Sarah Dornink will walk down the aisle later this month in her own custom-made wedding dress. We asked Looyesen and Dornink, two local designers, and Kindred, a professional stylist, to show us what they were working on for this fall. — Olivia Gonzalez Howe



◀◀ Designer:  
Sarah Dornink, 28

### FALL FASHION

## The dress doctor

**Sarah Dornink, 28, designer**

dornink.com

Later this month, Sarah will walk down the aisle in the gown that she's spent countless hours designing and assembling. The piece-includes the custom fabric, a blend of heavy silk and various print materials that incorporates white, ivory, blue and gold tones.

Besides wedding and formal gowns, Sarah also makes shirts, skirts and any other pieces requested by customers.

The dornink DDMO' 2006 collection is heavy on unexpected colors, unusual textures and embellishments, such as custom-made fabrics and veils.

For a woman who had no desire to follow her mother, Fayette, into the textile business, Sarah has made a noteworthy entrance onto the local fashion scene.

"I used to sit under her sewing machine as a kid picking up pins," said Sarah, who also helped her mother with alterations and seam ripping. "She seems a lot about how things are put together by taking them apart."

Until a few years ago, Sarah had every intention of studying the fashion world for medical school.

Then, during her senior year at the University of Iowa, she caught herself doodling dress designs during a dreadful math class. That's when she traded her mad school plans in for New York City, where she earned a degree from the Fashion Institute of Design while working for independent designers.

While Sarah was living in New York, Fayette took one of her daughter's gowns to an Iowa City bridal trunk show.

"She kept calling to tell me how excited people were about my dress," Sarah said.

Her following October, in the fall of 2004, the mother-daughter pair launched their own company, dornink DDMO'.



Sarah Dornink, Arlene Ferrer/ Juice photo

Business picked up quickly and Sarah had to make a decision about how to make the company work more effectively while she was in New York and her mother was in Des Moines. "I made the hardest decision of my life when I decided to move back to Iowa," Sarah said. "Believe that, I had no intention of ever leaving home."

The decision turned out better than she expected. Shortly after her return, dornink DDMO' launched a fall line and entered into the market at Schaeffer's, Bridal Traditions and their own dornink studio.

Still, most of her customers find Sarah through word of mouth.

"Nothing beats a customer telling someone, 'They did an awesome job on my dress,'" Sarah said.



**Fall Fashion 8.30.06**

# The Dress Doctor

Sarah Dornink, 28, designer

Later this month, Sarah will walk down the aisle in the gown that she's spent countless hours designing and assembling. She even created the custom fabric, a blend of heavy silk and woven print materials that incorporate white, ivory, blue and gold colors.

Besides wedding and formal gowns, Sarah also makes skirts, shirts and any other pieces requested by customers.

The Dornink DMNY 2006 collection is heavy on unexpected colors, unusual textures and embellishments, such as custom-made buckles and sashes.

For a woman who had no desire to follow her mother, Faythe, into the textiles business, Sarah has made a noteworthy entrance onto the local fashion scene.

"I used to sit under her sewing machine as a kid picking up pins." Said Sarah, who also helped her mother with alterations and seam ripping. "You learn a lot about how things are put together by taking them apart."

Until a few years ago, Sarah had every intention of snubbing the fashion world for medical school.

Then, during her senior year at the University of Iowa, she caught herself doodling dress designs during a dreadful math class. That's when she traded her med school plans in for New York City, where she earned a degree from the Fashion Institute of Technology while working for independent designers.

While Sarah was living in New York, Faythe took one of her daughters' gowns to an Iowa City trunk show.

"She kept calling to tell me how excited people were about my dress" Sarah said.

The following October, in the fall of 2004, the mother-daughter pair launched their own company, Dornink DMNY. Business picked up quickly and Sarah had to make a decision about how to make the company work more effectively while she was in New York and her mother was in Des Moines.

"I made the hardest decision of my life when I decided to move back to Iowa", Sarah said. "Before that, I had no intention of ever moving home."

The decision turned out better than she expected. Shortly after her return, dornink DMNY launched a web site and entered into the market at Schaffer's, Bridal Traditions and their own dornink studio.

Still, most of her customers find Sarah through word of mouth.

"Nothing beats a customer tell someone, 'They did an awesome job on my dress,'" Sarah said.