



www.Mewdesign.Net



Get your **Mew** on.

The Collection

Drawing inspiration from music and images of Rock 'n Roll, Mew features pieces that would make any Rockstar's girlfriend or Bandida shriek with excitement. Pieces from the collections can be worn solo or layered for added effect, personality, and to bring out your inner Rockstar.

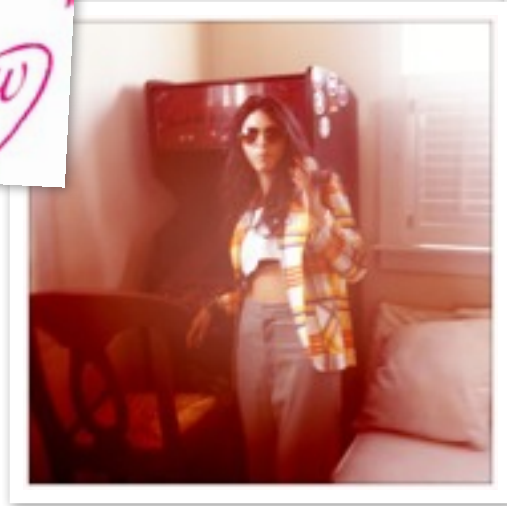
High Fives and Shout Outs

A lover of vintage clothing re-worked in modern forms, Megan launched her first collection, Mew Design, during her Junior year at the great University of South Carolina. A local boutique owner asked to carry her designs to add to her already hip and trendy store. Her first run sold out within a week, and Megan knew that there was potential for greatness. Since its debut, her designs has garnered praise from editors, stylists, and national press alike. Notably, she was chosen as one of 150 Designers out of 10,000 to interview with hit TV show, Project Runway. Her praises have been sung in pages of Fashion Wire Press of NYC, Charleston Magazine, Savannah Magazine, and others. Ayoka Lucas, Queen Bee of Charleston Magazine and Fashion Editor, rocked the Mew hoodie for the finale night of Charleston Fashion Week 2011. Costume Director for Mad Men, Janie Bryant is also a fan. "I love the Mew Hoodie/Scarf and in one of my all time favorite fabrics; while eyelet! Yum!...I can't wait to wear it!" Thanks Janie :)



It's whole Mew World

Megan Elizabeth Waldrep is a young, bright designer whose bubbly personality and optimism is hard to miss. This attitude is represented in her style. With her use of bright colors and vintage inspired fabric, Megan is on her way to making a mark in the fashion industry.



Mew 411

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Megan Elizabeth Waldrep Owner and Designer, Mew Design

Megan Waldrep's appreciation for fashion grew from an upbringing steeped in culture. World traveler and proud Army kid, Megan has been influenced from people and places around the Globe including Hawaii, Europe, and the Low Country. As Megan's personal style developed from adolescent to adult, her vintage-inspired Mew line fulfilled her flair for the playful and the Rock 'n Roll lifestyle. Looking ahead, Megan acknowledges that with the new Mew collection, she has achieved a more refined aesthetic of edgy meets sophistication.

A lover of vintage clothing and classic Rock 'n Roll T-shirts, Megan launched her first collection, Mew Design, during her Junior year at the great University of South Carolina. A local boutique owner asked to buy her designs to add to her already hip and trendy store. Her first run sold out within a week, and Megan knew that there was potential for greatness. Since its debut, the designs has garnered praise from editors, stylists, and national press alike. Notably, she was chosen as one of 150 Designers out of 10,000 to interview with hit TV show, Project Runway and was recently worn and praised by Fashion Editor Ayoka Lucas at Charleston Fashion Week.

With an established business and reputation for badass style, Megan was ready for her foray into developing a full collection to express her new found maturity and outlook on fashion with Mew. Get ready for more Mew magic when she debuts a new collection at CHFW 2011.

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Who is Mew?

A chat with the Designer



What is your name and your involvement in the fashion industry?

Hello! My name is Megan Elizabeth Waldrep and I design for my own clothing line called MEW Design.

Which trend/ trends are you most excited about this upcoming season?

Hight waisted trousers, for sure. The retro, rock 'n roll vibe it brings speaks for itself.



In your opinion what are some of the most common mistakes people make regarding fashion and style?

Not taking advantage it! Mix it up and be yourself. You'll be happier in the end. And that, in turn, makes the world a happier place. Let's make the world a happier place. You with me, people?!

What must you have and can't live without? And why?

My new studio/office. Perfect timing for a "re-MEW-al"! Look forward to the new and improved MEW in 2011. Out with the old, in with the MEW!

What do you look for in accessories and shoes?

All the new options it will bring to my wardrobe. Oh, and HUGE cocktail rings. Definitely.

Who is your style icon?

That's a big question, but I'd have to say that one of them is Edie Sedgwick. She knew how to rock a good cocktail ring.





It all started with a vintage rock t-shirt...

Megan Waldrep is a Charleston, SC fashion designer that began her business re-designing vintage t-shirts during her Junior year at the University of South Carolina. As a self-taught seamstress, she used vintage fabrics and t-shirts as the bases for her eclectic designs. "People love their old T-shirts. I like the idea of transforming them into fun, girly designs and, in turn, bringing them back to life". After college, she moved to NYC to live and immerse herself in the fashion community.

After 2 years of living the city life, Megan made the move to beautiful and magical city of Charleston, SC to put her focus back on her own designs. She has been featured in many Charleston publications including Charleston Magazine, Savannah Magazine, Skirt!, City Paper, Post and Courier, and others. She was chosen in the first class of Emerging Designers finalist for Charleston Fashion Week 2008 and as a semi-finalist for Project Runway.

2011 has proven to be a great Mew year! Ayoka Lucas, Fashion Editor for Charleston Magazine, and Queen Bee in charge of Charleston Fashion Week, rocked the awesome new Mew hoodie! **This look was also praised by Fashion Wire Press of NYC and Costume Director, Janie Bryant of hit TV show Mad Men.** Look forward to more fun when Mew debuts a new collection in September at Charlotte Fashion Week 2011.



A Review by Airest D. Newsome, Fashion Contributor
CHARLESTON MAGAZINE

Move over Betsy Johnson, Megan Waldrep is here! Although there weren't any cartwheels down the catwalk the funky chic flavor was definitely accounted for! Waldrep, the creator of MEW Design has designed pieces for celebrities as they strutted the red carpet at the Grammy's, showcased a 50's and 60's inspired spring collection. Waldrep's designs were nothing short of fun, whimsical, and bright! I recommend strutting down the street in one of these numbers if eccentric garb is your MO, however Waldrep does have a pieces that also fit the sensible and chic fashionista. So, no matter your taste this new line definitely makes the cats MEW!



Night Four: Emerging locals and backstage access -
GEORGE STREET OBSERVER
By: Kat Lapelosa

Owner and designer of MEW clothing, Megan Waldrep was featured next and instantly increased the delight of the audience with Jackson Five music and punchy whimsical designs. The theme was bright and child-like, with mix-and-match fabrics of gingham, denim, and eyelet lace. "My clothes are fun and edgy. It doesn't matter what you look like, as long as you are having a good time and feel great in them" Waldrep stated.



CHARLESTON MAGAZINE'S
CHARLESTON FASHION WEEK
2008
 MARCH 25-29

BENEATH THE TENTS IN MARION SQUARE

EMERGING DESIGNER

Megan **WALDREP**

"Fashion should be fun, so I'm bringing to the runway retro shoulders with a good ol' American twist that makes women want to show off."

Designer Megan Waldrep founded the fashion line MFW Design while she was a fashion merchandising student at the University of South Carolina, and her first designs sold out at a local boutique within a week. Her spring collection celebrates the same atmosphere of the 1950s and '60s with crop blouses, full bellies, and fun personality. "My pieces will make even the most conservative say 'hey, I like it,'" she says. "My spring 2008 line is playful without being immature and silly at all the right places."

MFW Design
 (704) 312-4950
 www.meganmfw.com

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The Post and Courier

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LOCAL & STATE

Friday, March 28, 2008

On the Web: charleston.com

Get a look at local fashion



Show to feature emerging designers

BY DIANE KEICH
 The Post and Courier

When Diane Keich announced Charleston Fashion Week a few years ago, she had in mind a mix of local and national designers. Now, it's a mix of local and national designers working a track on the fashion runway. The event will feature designers from across the state and the nation.

The six designers, who will be featured in the Emerging Local Designers Runway Show, are Megan Waldrep, David Hines, Brian Dill, Amber Reid, Megan Waldrep and Krista Bell. Bell, who was selected from among 10 who entered the Emerging

If you go
 For general admission tickets to tonight's Emerging Local Designers Runway Show, go to www.charlestonfashionweek.com or to the registration desk at Marion Square. There are 100 admission-free tickets available for the show, which is held at the Charleston Convention Center.

Local Designers competition, and to the local, style editor for Charleston Magazine.

"The emerging designers show spotlights the best of the state's emerging fashion talent in Charleston," she said.

The event has always been receptive to emerging designers because of the many primarily women designers.

"The fabric, or like specialty items," Lucas said.

"It's a big ticket," she said, "and the emerging designers show is still our highlight, the first event of the week to do so," Lucas said. In response, organizers Thursday announced added sit-

Photo by KIMBLE, Page 18

Fashion show to feature emerging designers

FROM 1B

AShton From Page 1B

Already 13 boutiques, from Maryland to Texas, sell her clothing.

Waldrep, who spent the first six years of her life in Charleston, said it's good to be home. She sees Charleston as "a little fashion capital" and thinks her designs will go over well here.

Her clothing line, she said, brings back the sensibilities of the 1950s and 1960s. They're "bright, playful and girly," she said. "It's a collection that will make you want to twirl."

While she was delighted to land a spot in tonight's show and knows it will give her career a boost, she's also hoping the show will bring attention to Charleston and the South. "I want to celebrate this part of the country," she said.

Reach **Diane Keich** at 937-5491 or dkeich@postandcourier.com.

The fashion scene in Charleston has recently caught the eye of the national media, and that can only be good for emerging designers. Vogue magazine, in its March issue, included Charleston among eight cities globally noted for "alter 5" glamour.

"We're on the national fashion radar," Lucas said. "We're in our time."

With the fashion spotlight on Charleston, she said, the young designers will certainly be noticed. In three or four years, you may see their labels in big stores such as Neiman Marcus and Barneys New York, she said.

It's happened before. Mary Norton, who started making purses in her home just like the current crop of designers, now has a nationally recognized accessories company headquartered in Charleston. Her company will be featured in a Saturday show.

Young designer Megan Waldrep, 16, has been selling her designs since she was a college student at the University of South Carolina.

After the Runway

Local designers move forward after Project Runway bid

BY ERICA JACKSON

Project Runway is in limbo. The show that's known for its fashionista cat-fights is now in the midst of a legal battle between the Weinstein Co. and NBC Universal's cable network Bravo. The drama stems from a breach-of-contract lawsuit filed by NBC after Weinstein decided to move the hit show to the Lifetime network. Both sides keep drawing out the fight with new allegations, but fans just want to know when their beloved show will air again.

Season 5 — the most popular season yet for the show — recently wrapped, and Season 6 designers are already heading home to work on their collections for New York Fashion Week, before returning to Los Angeles to finish out the season. While the battle rages on in the Big Apple, Charleston fans are buzzing about whether or not they'll recognize any familiar faces on Season 6 — whenever it does air.

When casting directors started the search for the next batch of bright, young designers this past summer, they ran across videos on YouTube that had been shown at Charleston Fashion Week 2008, featuring designers from the Emerging Local Designers showcase. The explosive success of CPW — coming up on its third year — has played a major role in putting the Holy City on the fashion map, and its relationship with Project Runway has included guest judging appearances from popular designers Laura Bennett and Hilan Lewis. With the way things are going, it wouldn't be surprising if a local talent was the guest judge as soon as next year.

Though thousands across the country applied to be on the show, talent scouts personally invited several local designers to be among the select few to audition. Some only made it through the first round, some went on to the second, but we suspect that one local designer made it all the way to L.A.

Aprilia Lucas, Charleston magazine fashion editor and the mastermind behind CPW, was a driving force in urging the designers to go for it.

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MEGAN WALDREP'S DESIGNS CAPTURE FOLLY BEACH'S Laid-back, playful vibe

After the Runway

continued from page 25

"Some have a more national appeal, and some perfect the charm of Charleston," Lucas says of the designers who auditioned. "Together [they] propel Charleston even further on the fashion map."

"I can't imagine myself on TV saying stupid shit."

Megan Waldrep, 26, lives in a small, girly apartment on Folly Beach. Her design area takes up a good third of the living room, with colorful fabrics and spools of thread scattered about, half made dresses draped over a form. Her open personality and playful designs personify the laid-back vibe at the Edge of America.

She's the kind of person who works well under pressure, who sometimes waits until the last minute to get things done, then chases it all out at once. She keeps her sketches in a number of notebooks that she has with her at all times, and she gets uncharacteristically bullish when asked to show them. Her company is called Mew Design.

Waldrep majored in fashion merchandising at the University of South Carolina, and moved to

New York soon after graduating. There she started a successful clothing line, making handmade monochromatic T-shirts out of her apartment. She could hardly keep up with the demand. She moved to Charleston in 2007.

Waldrep's show at CPW 2008 proved a stand-out from the very beginning. A pink-haired model skipped down the runway in a pink mini-skirt, the sounds of the Jackson 5 blaring in the background, and the crowd's collective mood was suddenly brighter. The Betty Johnson-like clothes were playful and fun, and Waldrep received one of the most enthusiastic crowd reactions of the night.

Maybe that is why casting directors pursued Waldrep, even when she missed the first application deadline, and then the second.

"First I was like, I don't even watch the show," Waldrep says. "I can't imagine myself on TV saying stupid shit and doing stupid stuff. I was like, I don't really want to go that avenue."

When she finally got around to working on the application, she made sure to put her own spin on it.

"Some of the questions on the application were so serious. I was just doing it for fun. I was just gonna go balls-to-the-wall Megan — funny typical stuff."

A week later she received a call informing her that she was a semi-finalist and was invited to audition in Atlanta. She didn't realize that she was one of 150 designers chosen out of around 10,000 applicants.

Waldrep headed to Herdents with a rack of her designs and her sister to model. There she went into the interrogation room.

"It's like good cop/bad cop in there," Waldrep says of the interview process. "I think they told me that I should have stepped

it up with my fabric choices, because I used cotton and stuff like that. I said I understood what you're saying, but I live in Charleston where it's hot as hell, and this is what girls would wear walking down King Street going to a party. I'm dressing my people."

"I said right now I'm just making stuff as I like it and I just want to bring variety to y'all. I guess that's what I get for taking a chance, but I appreciate the time."

She left knowing that she hadn't made it, but she was unaffiliated and overall flattered for the opportunity. She went up to the rooftop and had cocktails with two fellow Charleston designers, Foster Fox and Rachel Gordon.

"Stuff being commercial, I don't think that's a bad thing. Some of the things that are designed on the show aren't really that wearable."

—DESIGNER RACHEL GORDON

"I guess going into it, it was all fun and games anyway, and that's the way you've got to keep it," Waldrep says. "You've gotta live in the moment with that kinda stuff, otherwise ... I don't know what I think that it happened like that is a blessing, because what if I did really want it? I would have been really freakin' disappointed."

"I think it just validated me to get more serious about it and I definitely love it's a definite sign that I'm doing the right stuff."

Back in Folly, Waldrep works as a nanny and designs when the mood strikes. She's working on getting organized, and with

the help of her assistant and interns, she's creating a website, planning her spring 2009 collection, and designing a children's line called Kiddy.

The dangers of wearability

For wily designer Rachel Gordon, applying for Project Runway was a more serious decision. When she was asked to try out, she jumped at the chance.

The self-taught designer, a graduate of the College of Charleston, is no stranger to the fashion world. At 25, she's already owned her own boutique on East Bay Street called Gordon Hall (which she had to close last year after the building was sold) and she has enough clients to make designing a full-time job. Her show at CPW 2008 featured lots of vibrant colors, glamorous detailing, and beautiful gowns.

For Gordon, the audition was a nerve-wracking experience.

"It was so intimidating walking into the actual interview," Gordon says. "I was just surrounded by people ... And everyone just stands staring at you. You're standing in the middle of the room next to your designs. It was very petrifying. Then they just start firing questions at you. And the first question was, 'So who are you?' That's like the worst question [laughs]."

But as the interview continued, she relaxed and the judges said they liked her designs, but they questioned if she was edgy enough.

"They said that my things were a little too commercial for the process," she remembers. "Going into it, I picked pieces that I really liked that sold a lot, that my clients had a really good response to. And when I got that criticism, I kinda understood it, because they were trying to go to the next step in design."



Megan Waldrep

LIKES TO CUT UP.

Fresh back from two years working in New York's fashion industry, Megan is all about re-fashioning. "I've always loved vintage clothes, and I'd find these great old T-shirts with beautiful prints, but they were too big and boxy to wear," says the recent University of South Carolina graduate with a degree in retail and fashion merchandizing. So Megan, a self-taught seamstress, began cutting them up and sewing them into fun, girly designs. MEW Designs was born, and the two-year old company, now based out of Megan's new home studio

on Folly Beach, has its funky wares in eight boutiques across the southeast and receives custom orders from folks across the country looking to give their treasured tees a fashion update. "Sewing and designing is great therapy, great thinking time," says Megan who is always on the prowl for recycle-worthy shirts (old Bridge-run shirts anyone?). "People love their old T-shirts. I like the idea of taking something nostalgic and giving it new life." See www.mewdesign.com to check out possibilities for your tattered 1982 Grateful Dead shirt.