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Lesley Evers Pop-up in Lafayette

By Moya Stone



There's a new pop-up shop in town just in time for spring and summer shopping. Lesley Evers has opened up in Lafayette's La Fiesta Square at 3535A Mt. Diablo Blvd., bringing to the area eye-popping color and bold prints in clothing for women.

Pop-ups are temporary shop locations. Evers says she hopes to be in La Fiesta Square at least through the summer.

Since 2008 Lesley Evers has created a following with sales to boutiques around the country including in New York and Florida. Evers just recently opened her first Lesley Evers store on College Avenue in Oakland and when the opportunity arose in Lafayette, she decided to give it a try thinking that Lamorinda and Lesley Evers would be a good match.

Amber Hervey, manager of the Lafayette store, says locals from 18 to 80 years old are responding to the line, attracted especially to Evers' use of vivid colors. "Many women in the Lamorinda area are already familiar with Lesley Evers, so they are thrilled to have a store locally," she says.

Shoppers are happy to know that all Lesley Evers clothing is produced by a manufacturing company in Oakland. For Evers it was important to keep the work local. "I really like to have the connection with the women that are sewing for me," she explains. "They are talented and skilled women that oftentimes have suggestions on construction that are better than what I had planned." Evers is also pleased with the convenient access to the factory. She visits every other day or so and can see for herself that the



Photos Lara Rossignol

workers are in a safe environment and well treated.

Evers is originally from Berkeley but grew up in North Carolina. She studied architecture in college and worked as an artist in New York City. As a struggling artist she took odd jobs and picked up many useful skills including sewing and pattern making. In 1997 she and her husband moved to Berkeley and the couple now has two young sons.

Going clothes shopping, Evers noticed a lack of "pretty dresses" so she started making her own, and found that she really liked it. Soon friends commissioned pieces and things snowballed into a business not just creating the clothing, but designing the fabrics as well.

Lesley Evers has quickly established itself as a unique brand easily identifiable by the bright color combinations and geometric prints reminiscent of 1960s Marimekko. Sarah Weinstein, proprietor of the online boutique FlairWalk, says her customers are attracted to Lesley Evers for casual daywear and informal weddings. "Regardless of the event, they always look spectacular," comments Weinstein.

Included in the line are shifts, shirtwaist and wrap dresses, pencil and A-line skirts, pants, tunics, blouses, and scarves. Evers intentionally keeps the clothing silhouettes simple to better highlight the fabric design. She works with cotton, silk, and rayon knit and finds inspiration in the world around her; everything from nature to cityscape details. Evers credits her academic background in architecture with teaching her the process of design. "There are elements of all design that cross over," says Evers. When creating her signature bold patterns, she considers color, scale, and size.

Evers admits what she does is a lot of work but she loves it. "My favorite part is when somebody puts something on and they're so happy," she says.

To celebrate the beginning of a new fashion season, Lesley Evers invites one and all to stop by the store in La Fiesta Square from 4 to 7 p.m. Thursday, June 13 for a special event: A Toast to Summer. Meet Evers and Hervey, have some libations and enjoy 20 percent off all purchases.

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