



# OMG FASHUN

## YSABEL HILADO

25


Artesia, CA

HT: Artesia, CA

Fashion Designer

In A Relationship / No Kids

She/Her

 [@ysabelhilado](#) (102K followers)

## About

**Ysabel Hilado** is a fashion designer and social media influencer who is using her platforms to advocate for sustainability in fashion. She isn't your typical TikToker – this aspiring creative disruptor is finding ways to help people not only save money, but also save the planet with the their wardrobe. With a knack for using unconventional materials and textures, Ysabel has utilized old wiring and chip bags to craft fashionable, everyday pieces for any gender. She's ready to reinvent an industry that she feels pollutes the planet... and she isn't afraid to experiment and innovate along the way.

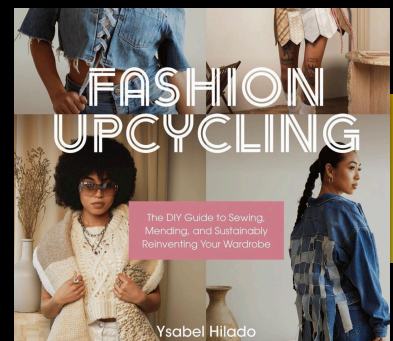
## Story

- > Growing up, Ysabel was raised by immigrant parents who came to the US from the Philippines. Her mom was a nurse and her dad was a draftsman who did their best to provide for their family. From a young age, Ysabel recalls watching her parents struggle while working long, hard hours to make ends meet. Although money was tight, Ysabel was always interested in fashion. In fact, Ysabel would cut and design outfits for her Barbie dolls, which sparked her curiosity for design early on. Eventually, she taught herself sewing and garment construction through online videos. By 13-years-old, she had created her own t-shirt line that became globally successful.
- > Her early success garnered a social media following, which led to the launch of her blog, *Along the Lines of Ysabel*. The blog followed her career as well as provided tutorials (via a YouTube channel) to help other creatives get their start. Now with 100K+ IG followers and nearly 200K TikTok followers, Ysabel is set to release her own book soon – "Fashion Upcycling: The DIY Guide to Sewing, Mending, and Sustainably Reinventing Your Wardrobe."
- > She initially started upcycling because she couldn't afford the latest fashion trends she saw online or at the mall, so she made her own clothes. It gave her confidence, especially when her peers asked her where she found such cool clothes. She eventually went to school for Fashion Design & Merchandising at Cal State-Long Beach.
- > Ysabel's focus with her brand "Hilado" is on empowering women – in fact, the overwhelming majority of her designs are for women. She wants whoever is wearing her clothes to feel confident and feel that they have a purpose while wearing them. Ysabel truly has come a long way from her first sweater that she constructed from repurposed Walmart clothes.
- > Although she still lives at home with her parents, Ysabel has worked hard to get where she is at. She paid for own college tuition with no help, thanks to her social media and working retail jobs (it took her six years to complete the program, but she is proud of the fact that she did it on her own). Ultimately, she would love to help her parents out one day, considering the sacrifices they made for her over the years. Her dad suffered a stroke this year, which has been hard on Ysabel's family as well. Still, even with the setbacks, Ysabel is out to prove why she is one of the "ones to watch" when it comes to the next generation of designers.

**Casting Note:** She appeared on *Project Runway Junior* in 2015/16.



Recycled denim top and skirt



Ysabel's upcoming book release



Skirt made out of vintage neckties