



# OMG

# FASHUN

## JESSICA ROWELL

34

Los Angeles, CA

HT: Denver, CO

Fashion Designer

Single / No Kids

She/Her

 [@jessicarowell](#) (2K followers)

## About

**Jessica Rowell** is an avant-garde fashion designer who makes clothes for outsiders, anarchists, and those who never adhere to the status quo. With celebrities like Beyonce taking notice, this textile rule-breaker has been incorporating sustainable materials into her garments for more than a decade. From pineapple leather and boating materials, to old curtains and blankets, Jessica leaves no stone unturned in using the most unique elements out there.

## Story

- > Jessica is a Denver native who grew up in the suburbs of Aurora. Her great-grandmother has a major influence on her life – she was a seamstress and passed on her skillset to young Jessica many years ago. As she grew older, Jessica began to alter and modify her own clothing to her liking, eventually jumping into costume creation as well.
- > As a self-taught designer, Jessica focuses on one-off garments and custom creations. Her brand started out as a creative outlet, safe haven, and voice for her teenage self – and it has only evolved from there. These days, many of Jessica’s pieces center on themes of suicide prevention, environmentalists, women’s rights, domestic abuse, and more. In fact, Jessica is a domestic abuse survivor who escaped a traumatic relationship. For the past three years, she has been struggling at times with homelessness – she currently lives in her car, but refuses to let it deter her from pursuing her dreams.
- > She has been thrifting and utilizing sustainable materials – including upcycled, salvaged, dead stock, and reclaimed items – for the past 15 years. Jessica has sourced materials from landfills as well, all in the name of being as green as possible in her work. Even celebrities are starting to take notice of Jessica’s designs – and major ones, at that. Some of her past clients include Beyonce and her family, Saweetie, Ari Lennox, and more.
- > Jessica has had her works displayed at the Denver Art Museum on two different occasions. She has been featured in hundreds of magazines and publications, including New York Times, Huf, Paper, Bust Magazine, Afropunk, Coilhouse, and more.
- > Ultimately, Jessica loves innovative technology in fashion. She doesn’t support the way the current industry is working, and she thinks too many outdated practices are in play when it comes to design. In the end, Jessica is hoping to be a key player in a cultural shift that revolutionizes not only how the industry conserves, but how customers shop.



Upcycled denim dress



Outfits for Saweetie and her dancers



Upcycled vinyl, hemp, lace, cotton, and synthetics