



OMG

FASHUN

MORGAN CARDWELL

25

New York, NY

HT: Davidson, NC

Consultant

Single / No Kids

She/Her

 @morgan_caldwell

About

Morgan Cardwell is a North Carolina-turned-NYC city girl who comes from a family full of creative minds. Her grandfather ran a textile mill, so she became familiar with various materials, fibers, and technology from an early age. These days, Morgan claims she is a bit of an enigma – most people underestimate her because of her petite frame and blonde hair. However, once they see the innovative, avant-garde designs she constructs, they quickly change their tune. From alfalfa seeds and wool felt, to metal, plaster, and a variety of other materials, Morgan isn't scared to push the envelope and break the traditional fashion mold in every possible way.

Story

- > Morgan is a North Carolina native who grew up with German and Southern US roots – and she says it made for interesting family get-togethers. Her grandfather worked in textile designs and in mills, so Morgan learned a lot about materials and their development from an early age.
- > Inspired by nature, Morgan loves to work with nature photography. She pulls colors and textures from these images and uses the aesthetics in her clothing designs. By manipulating these photographic elements, Morgan is able to craft some innovative pieces that make her designs stand out amongst other designers.
- > Morgan went to graduate school at FIT. Her most recent collection was showcased at New York Fashion Week. Morgan has also been featured in VOGUE and USA Today's Fashion Week Recap, among other publications.
- > She's all about sustainability and innovative construction. Laser-cutting has become one of her favorite design methods lately. She recently crafted a layer silk organza material with vinyl heat transfer, which gives her garments a unique life to them. Morgan proudly puts her heart and soul into her designs – and it always shows.
- > Morgan claims she is constantly underestimated about her abilities, mostly due to her looks. People assume she makes cute sundresses, but are blown away when they see the intricacy of her avant-garde garments. Ultimately, she wants to prove to other that she can excel in the fashion industry and that she deserves to be among the elites. Her work speaks for itself, but Morgan is far from a pushover – and she isn't afraid to step up when the heat is on.



Dress constructed with patterns from topographic maps of the Blue Ridge Mountains



Inspired by lily pad vascular systems



Fungi-inspired skirt frame