



OMG

FASHUN

NATASHIA LUNT

37


Los Angeles, CA

HT: Bath, UK

Creative Director / Designer

Separated / No Kids

She/Her

 [@natashiamiyazaki](#) (14K followers)

About

Natasha Lunt is a British fashion designer with a focus on sustainability and ethical design. From using old table cloths and ropes, to dust blankets, vintage blazers, and more, Natasha is using old items to create new magic (and publications like VOGUE has taken notice). As someone who is tired of seeing landfills full of clothes, she hopes to be at the forefront of adopting a circular fashion model that changes the state of the industry for the better.

Story

- > Natasha was born in England to a single mother. Her mom didn't make a lot of money, so she had to find creative ways to make things work around the house. One year for Natasha's birthday, her mom sewed her a princess dress, which made Natasha feel like a million bucks. Watching her mom work magic and be resourceful with limited money and resources, she was inspired from a very early age to adhere to same mindset throughout her life.
- > Eventually, Natasha studied fashion for a couple of years in college, but soon ventured out to learn skills on the job. She worked in London for a number of years before being scouted by Guess Jeans to work as a textile designer in Hong Kong. After working in southeast Asia, Natasha met a man, whom she moved to Los Angeles with and got married. They opened up a coffee shop together and life was seemingly on the up and up. However, once the pandemic hit, her coffee shop and her fashion career trajectories were drastically altered – and it began affecting her relationship with her husband.
- > Natasha recently separated from her husband after 10 years of marriage – and it has been a very difficult past six months, trying to navigate a divorce while keeping her fashion pursuit afloat and juggling a mountain of debt after closing her coffee shop. However, she stands behind her fashion skillset, as her design talent has only grown over the years. In fact, Natasha has previously designed for Lil Nas X, Katy Perry, Swae Lee, and Billie Eilish, among others.
- > Much of what Natasha designs comes from upcycled, deadstock, and thrifted materials. She loves to incorporate sustainable materials, including biodegradable fibers. She has a printing aspect of her business and everything she prints is created in America (instead of using overseas factories). Ultimately, she strives to be a leader in sustainable and ethical fashion practices, as she embarks on a new journey in her life, post-divorce.
- > Natasha is excited about the technologies and ways that the fashion industry is being revolutionized. She believes the internet is a powerful tool in sharing and tracking these sustainable practices. As a boundary pusher and rule breaker, Natasha feels there are enough brands out there doing the same thing – she strives to always be different and inject meaning into every design she crafts.



Upcycled fabrics and old chains



Upcycled patchwork denim overalls



Custom printed silk-satin set