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Designer Paige Judd has released a new line of fitted lingerie to accompany the upcoming collection. The brand's namesake underwear piece is a super-feminine frock that takes its cues from Paige's infatuation with yoga. She explains that the "Yoga Frock" is designed to be worn like a regular dress, with the finished waistband forming a matching lacy corset. "I wanted to incorporate a lacy design that didn't create a silhouette and lose its femininity," she says. "The fit of the Yoga Frock was based on my own personal style and preferences. The line has a feminine, understated elegance and I wanted to show that through my entire collection." Check out the brand's first collection for fall and fall's dewy underwear collection below. Fashionisto's Q&A: Paige Judd, Designer Fashionisto: Can you give us a little glimpse into your background, how you got into the fashion industry and the evolution of your brand? Paige Judd: My name is Paige Judd and I've been designing since I was a teenager. I've been in the clothing industry for over a decade and began my career as an art director for Nike. I relocated to New York in 2009 and

began designing yoga-inspired clothing. My designs were influenced by my passion for yoga and the retreat lifestyle I share with my husband. The yoga-inspired pieces I created were easy and comfortable to wear, as well as flattering. Fashionisto: Who are your customers and do you primarily focus on the yoga community? Paige Judd: My customers are everyday people who enjoy my yoga-inspired clothing. The yoga community is not the focus, but I truly believe that yoga is for everyone and everyone should be able to access it at any time. Fashionisto: How do you go about designing your collection? Paige Judd: I'm inspired by trends, music, and everything I see. I look at everything and see if it relates to my yoga lifestyle. I go to yoga studios, open studios, fitness centers, and fashion stores, and spend lots of time observing what the women are wearing. I also try to bring back to the studio what I wear and see what the girls are doing and what they're looking for. Fashionisto: What are the trends in the industry that you like to keep an eye out for? 82157476af

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