

Art Basel

Get it 2 Go

by Lauren Doyle on December 03, 2010 at 07:50AM



© Lauren Doyle / MFB

It's chaos in the KREL2Go booth at the Scope Art Fair in Midtown. Inside, a client is trying on her new dress, made just for her an hour or so ago by the boundlessly creative designer Karelle Levy. She decides that what this dress needs is a belt. So she and a friend start looking at fabric combinations for said belt.

Outside, would-be customers flip through Polaroids of past KREL2Go clients to decide what they would like Levy to make for them.

A friend drops by with a sandwich for Levy, who has been designing, sewing and talking to friends and clients seemingly nonstop since the fair opened on Wednesday. She takes a bite of the sandwich and continues working.

There are no patterns. There are no set-in-stone designs. From the fabric combinations to the designs, Levy lets the customers lead the way.

"You know what you like to wear," she tells one would-be customer who is in town from Buffalo and thinking about having a sweater designed.

"One of the reasons I like doing this project," Levy says of KREL2Go, which she started several years ago and has taken all over the world, "is that people have what they like. So you get what you want."



© Lauren Doyle / MFB
Levy selects a piece of fabric.



© Lauren Doyle / MFB

When a customer settles on a design, they take off their shoes and come into the booth, which is covered floor to ceiling with fabric, to choose their fabric and get fitted for their piece. When a customer selects their fabric, Levy snips an appropriate-sized piece from the long tubes of fabric that hang from the walls of her booth. She does all of this - working with customers, talking about color combinations, cutting fabric, sizing, designing and sewing, the way the rest of us walk and talk and eat. This is natural for her. Levy is fully in her element.

It's a place she plans to stay - not at Scope, obviously, which ends on Sunday - but in her professional life. From now on, Levy will be doing more of this kind of thing - creating clothing on a smaller scale for individual clients. She wants to work with people, creating clothing for the individual rather than for a mass market.

This is why this year's KRELwear line was her last "for the foreseeable future." Instead of staying in Miami, making fabric and clothing to satisfy boutique orders, Levy will be traveling with her loom, making fabric and then clothing for the people she meets along the way.

To have your own piece of KREL2Go, stop by booth E03 [Scope Art Fair](#) in Midtown.



[◀ Previous Article](#)

[Next Article ▶](#)

[◀ Articles](#) [Share This](#)



Tags: [Karelle Levy](#) [KRELwear](#) [Art Basel](#)

© 2011 MiamiFashionBlog.com™ All Rights Reserved.

[Terms of Use](#)

[Privacy Policy](#)

[Contact us](#)

A RUMBLE SITE