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Interview: Spoiled Diva by CL Felder



I recently sat down with the owner of Spoiled Diva to chat about everything from the name of her company to the inspiration behind her products. If you haven't heard about the Spoiled Diva Brand make sure to check out her line at www.spoileddivaonline.com

So Spoiled Diva... Are you really a "Spoiled Diva"?

I get asked that all of the time and the answer is yes... Of course! I define spoiled diva as spoiled, favored and cherished. Diva a person of excellence, a person on top of her game. So yes I am a spoiled diva and most women that I know are. We take care of ourselves and we love it!

Where did the inspiration for the name Spoiled Diva derive from?

Hmmmm, initially when I thought of the name, I just simply thought it was cute, simple as that! It's catchy and anytime you are developing a brand you want something catchy, something people can understand. But more or less I picked it because I thought it was cute and I thought it had a deeper meaning. Everyone wants to take it to the left and think that spoiled diva is bad, but I kinda flipped that into something good because spoiled also has a meaning of favored, cherished and loved. Also coupled with really cute accessories it's a winner!

So was this something you've always wanted to do or is it more of something you just fell into?

It sounds so cliché but I've always had a thing for working with my hands. Instead of playing with the other kids outside I was in knitting, crocheting making pot holders and other silly things. But I loved working with my hands. Instead of hanging out with girls my age, I was at the 4H club with the older ladies learning how to needle punch. That is just the way it always was from being a little kid. As I became older I knew that I wanted to have a product line of my own and from there it was a matter of taking the steps to figure out what I wanted to do and how I would convey it to the world.

So what exactly is Spoiled Diva?

Spoiled Diva is a brand that encompasses handbags, clutches, jewelry, wristlets just really cute pieces and of course everything is hand made by yours truly. The look I would say is trendy because it keeps up with what you might see today. Just a mishmash hodge podge of trims from leather, feathers beads and buckles and anything shiny. Anything that would set it off or set it apart from another basic clutch or another basic pair of earrings.

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Spoiled Diva was founded in 2005 in Massachusetts. At that time I was more on the circuit of craft shows and art fairs. I got a following in Boston and women really took to my designs.

Is Massachusetts where you are originally from?

I'm originally from Kansas. I moved to Massachusetts when I was pursuing my career in design. When I finished college I was designing sleepwear for Victoria's Secret, I did that for about 3 years and then I transitioned into Reebok where I was designing and developing performance apparel. So I started out working for organizations to really get an understanding of production and manufacturing. I've traveled abroad, I've been to Asia with those companies. So I understand what it means to be on the other side and produce products in the masses. But I didn't want to take my product in the mass direction because I do want a woman to feel like she has a special piece and there is not 50,000 other woman out there with it.

Do you remember when you made your first handbag design?

I do, I took a pair of old denim jeans and I think I did the back with fur, it had a metal handle. So it kind of had a vintage feel with the fur and metal handle but then the front was denim with the pockets and buckles still in tact. It was really cute. So I'm in church one day and I'm new to the city and didn't really know anyone. I'm sitting on the pew and a lady leans over and whispers where did you get that purse? I'm trying to listen to the sermon but she said I've got to have that, let me get that up off you. So I literally took everything out of the purse, put my belongings in my pockets and sold her the purse.

How much was your first sale?

I think it was like \$25.00 or whatever she had in her pocket. But it planted the seed because if some stranger sees this item and she is asking where I got it and she thinks she can go to a store and buy it but I'm like no no no... this is an original. So that set the tone and I knew that this was going to work.

How do you get the inspiration for your bags and jewelry?

I would honestly say just different sources, past travels current travels. Sometimes I dream certain things. I flip through magazines like most people. Some designs have come from something abstract, it may not be fashion, it may be something I've seen on the street, like a street sign or garbage that has taken on a shape that looked like something that could be a handbag once manipulated in the right way. Also music is big too!

What handbag designer do you admire?

I like Nicole Lee, that design house just kind of came on the scene and it just took off. One of my favorites is Mary Frances. I would say that my look is kind of in line with her look in the sense that it is heavily embellished and in some cases it is over the top for some people. I mean you have everything but the kitchen sink in the design but it's conversation and I think that is what fashion should be. I like Michael Kors, I like the structure and the classic elements of his line. I can certainly appreciate the luxury lines, like who wouldn't appreciate a nice shiny pristine Louis Vuitton.

What are your price points?

My price points are very moderate. Wristlets are \$38.00 to \$42.00. Over sized clutch bags are \$68.00 and my largest bag the hobo bag that I call my "starlet" bag is going to be \$80.00. A very nice range and they are collectors items, so I want to keep the prices so that woman can come back and collect them all.

What can we expect to see from Spoiled Diva in the future?

I am going to continue to expand. When I think of a brand I don't think of one product. I recently added jewelry to the line up. That way you can have your bag and have a nice accessory like a bangle or earring to accompany it. I want to keep building on that part of the brand. I want to begin to get the brand into more stores, so partnering with retailers is big. So if there are any stores out there that are looking for something different and fresh. If you are ready to roll with an original brand of accessories, defiantly consider Spoiled Diva. I want to focus on the small boutiques because I feel that is more of my customer base, woman that love specialty shops are going to be the ones that find Spoiled Diva to be something they like.

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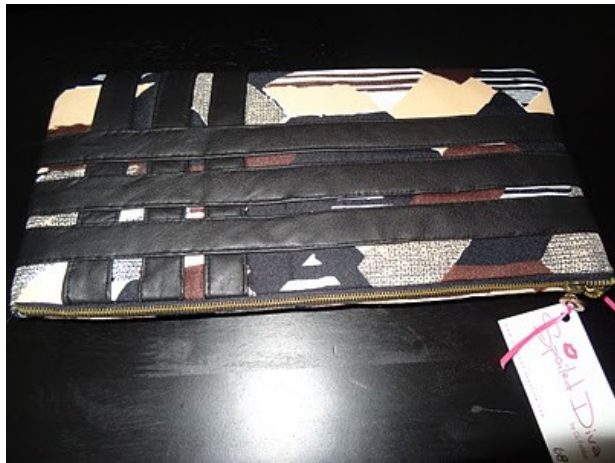
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NeShanta "Stylish She"

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