



PHOTO: MU'UMU'U HEAVEN

"I've always gravitated toward beautiful fabrics, and to conserve them and not waste them is so important," says Deb Mascia, owner/designer of **Mu'umu'u Heaven**, a line that turns 1950s-1980s mu'umu'u and aloha shirts into groovy skirts, accessories and pillows. Mascia moved to Hawai'i from New York with her husband. "We went from black and gray to Technicolor and an inspiring view." She finds her mu'umu'u at thrift shops and estate sales. Her skirts, which run about \$69 to \$120, have been snapped up by the likes of Eva Mendes and Amber Valletta. **Shop online at www.muumuuheaven.com.**



ROBERTA OAKS POWER

designs skirts, dresses and camisoles crafted from eco-friendly, recycled fabrics. A Missouri native, Oaks Power was a photographer and collage artist before turning to fashion design. "I have clients who are 8 years old, and I've sold to ladies who are 80 years old," she says. "I wanted to create fun women's wear that is not surf wear or extremely high end, a niche of something that isn't right off the factory line." Prices range from \$40 to \$200; **shop online or find store locations at www.oakshawaii.com.**

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Geoff Lee, owner of **Island Glassworks** in Kailua, crafts hand-blown decorative artwork and housewares such as vases, sake sets and candle holders. "The ocean inspires me, the mountains. I just keep my eyes open and take in as much as I can." Lee's pieces, which range from \$20 to \$1,200, can be found at his studio, as well as at the Bethel Street Gallery, Nohea Gallery and Fine Arts Associates. **Island Glassworks, 171-A Hamakua Drive; 263.4527. www.islandglassworks.com**



FIGHTING EEL

The deceptively simple and utterly wearable dresses and tops by **Fighting Eel** fly off the shelves at local stores as well as boutiques on the Mainland. In fact, Fighting Eel will soon be sold at Barney's New York. Not bad for a clothing line in only its second year of production, started by two friends, Rona Bennett and Lan Chung. The clothes are made from a Lycra blend that is neither too clingy nor too baggy, and the designers themselves serve as their own fit models, explaining why the clothes look good on normal, non-supermodel figures. Prices are \$60 to \$230; shop at **Crazy Beautiful, Koko Cabana, Pineapple County, 99 Boarding Co. and Second Skin. www.fightingeel.com.**



Producing sophisticated, elegant greeting cards with an Island feel, **Time & Tide Design** has found success in just two years. Charles Meyer, co-owns and co-designs the line with his business partner, Kay Yamaguchi. "I'm from here, originally, my family goes way back," says Meyer. "I love the old Hawai'i. It goes deep within me. The old photographs, the old feeling. If there's a way of portraying that in a design, that's what we're all about." The cards feature Hawaiian and English text and are \$2.85 to \$3, **at Into, Island Treasures, Paper Rose, Paperie, several Longs Drugs, Native Books, Natural Hawai'i and Nohea Gallery.**

For years, Kauai painter Doug Smith had been creating ABC plywood cutouts as gifts for his friends' kids. When he broke his ankle two years ago, his wife, Sharon, decided he needed something to occupy his time, and the **Tropical ABC's Flash Cards** (about \$13) were born. The cards take an Island-style approach—S for surf; O for octopus—and each letter is accompanied by one of Smith's charming illustrations. What started as a small family project has blossomed. **The Academy Shop, Honolulu Academy of Arts, 900 S. Beretania St., 532-8703.**



www.honoluluomagazine.com



Fighting Eel
Made in Paradise