

# FASHION GAL IN DC

MUSINGS ON FASHION AND OTHER FABULOUS THINGS

April 16, 2011

DC Fashion Gal's 'fashionista spotlight': Athelia Woolley  
of Shabby Apple



I'm so excited to share DC Fashion's Gal's first-ever **fashionista spotlight**: Athelia Woolley, co-founder of **Shabby Apple**. Athelia was kind enough to answer some questions from DC Fashion Gal and provide more insight into her inspiration for the gorgeous Shabby

Apple dresses and Shabby Apple's mission to help women in developing countries across the globe.

*Q: When did you start Shabby Apple and where does the name come from?*

A: Shabby Apple started in 2006. We started selling clothing in April of 2007. I came up with the name as a joke initially because I LOOOOVE to eat apples!

*Q: It seems that many of clothing have a vintage feel to them. Could you tell us what some of your favorite styles are?*

A: Yes! For me, I love the Frida K dress. I feel like this dress perfectly encapsulates the 'working girl' of the 1940's. It's fitted and so shows a women's figure, but it doesn't show too much skin. I think the tie bow connotes a 'sexy secretary' feel. I also really love The Sundance Kid. It's Army and Vintage all together. The gold buttons are my favorite part! My final favorite is the 'Bernini' dress. I love the blue and white Vintagey pattern and think that the fit is really flattering.

*Q: What type of woman do you envision wearing Shabby Apple clothing?*

A: A Shabby Apple girl is someone who loves her feminine side and isn't afraid to show it. She likes to look ladylike and not risqué. She often accessorizes with bright lipstick and pumps. And, she can wear a dress everyday!

*Q: What is your favorite piece in the new "Roamin' Holiday" line?*

A: Besides the Bernini dress, I'd say the 'Spanish Steps' dress. I love the flower detailing on the skirt and also the two-toned effect. I'm a Redhead, so I love the colors as well!

*Q: Tell us more about the connection to helping women in India and the Shabby Dress company.*

A: Part of our mission statement is to help women. To do this, we donate to Unitus, a microcredit organization that gives women small loans to start their own businesses. As a women in business, I know how difficult it was to not only find financing, but to also learn about how to organize and run a business. I think women are naturally organized and responsible, we just need the correct tools and the opportunity.

Thanks again to Athelia and Shabby Apple to taking the time out to talk with DC Fashion Gal readers.

Are you a fashionista entrepreneur or know someone who is? Email us at [dcfashionscene@gmail.com](mailto:dcfashionscene@gmail.com) about the opportunity to be part of our new 'fashionista spotlight' series!!!