

Designer Spotlight: Lyn Paolo X CALA Creates Custom Fit For Everyday Stars With The Touch Of An App



Kristina Moore Contributor

Forbes Style File Contributor Group

Lifestyle

I write about using fashion as a dynamic professional tool.

Designer Spotlight is a regular column focusing on style/design and the professional woman.

Emmy Award winning TV Costume Designer Lyn Paolo is collaborating with CALA, an all-in-one fashion design service startup, to launch [Lyn Paolo x CALA](#) today.

“We created the CALA iOS app so that anyone has a fast and easy to use way to get fitted and have custom garments made specifically for them. All you have to do is lean the phone up against a wall and snap photos in three poses, which takes less than one minute total,” says San Francisco-based CALA Cofounder Andrew Wyatt.

“We believe in a more personalized future, so we wanted to bring the technology to do so into the home. We’re also working towards a more sustainable future, and having true size data enables us to only make clothing that fits, thus reducing incredible amounts of waste in the supply chain.”

When asked how effective is CALA’s app versus traditional sizing, Wyatt remarked, “Dramatically more effective.”

“We’re starting with your true size data, so garments are created and fit to you specifically, versus you trying to fit in a pre-determined size.”

Lyn Paolo x CALA features a five piece capsule-wardrobe collection: dress, blouse, skirt, jacket, and swing coat. Prices range from \$300-\$600.

Paolo’s nascent passion for film and television storytelling ultimately led her to an established career as an entertainment industry costume designer. She currently dresses the cast of hit television show series *Scandal*, *How To Get Away With Murder*, *Shameless*, and *Animal Kingdom*. She spent 15 years as costume designer of *ER* and previously designed for *The West Wing* and *Homefront*. Paolo’s portfolio also includes a past collaboration with clothing retailer, The Limited, to create a popular collection of women’s workwear.

Kristina Moore: Tell us about Lyn Paolo x CALA. What about proper fit? Isn’t it an important quality for the professional woman to give herself, so she feels freed up to fully engage in whatever activity she’s doing, professional or otherwise?

Lyn Paolo: I was drawn to CALA because not only are their collections beautifully curated, but, in addition, I believe strongly that this new technology will be a game changer for professional men and women. In a world where retail is changing and new technologies seem to sprout up daily, CALA was an inspiration!! The idea that you can get an exact fit to your body is unprecedented. Style and elegance do not exist without the perfect fit...even if the fit you have chosen is to be loose...it still needs to drape for your body.

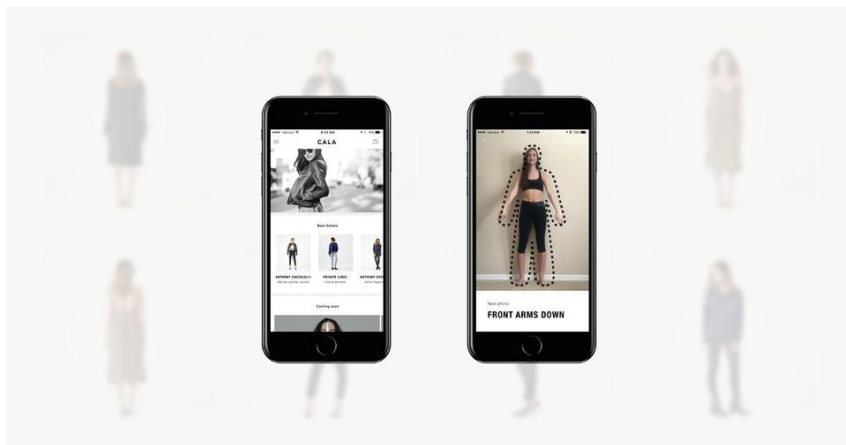
I am always suggesting that clients find a talented tailor in their neighborhood, so they can truly impress when headed to their offices...CALA is a dream come true in many ways...STYLE, FIT, COLLABORATION, what else could the client ask for in a custom designed piece.



Emmy Award Winning TV Costume Designer Lyn Paolo. C/O LYN PAOLO X CALA

Has your collaboration with CALA inspired you to recommend it to other fashion designers?

Paolo: I have already spoken to several designers suggesting that CALA would be a wonderful way for them to move forward with their own capsule collections.



CALA app enables designers to create custom sizing for digital clients. C/O LYN PAOLO X CALA

I noticed the television shows you work on have a common thread...strong female characters. How does this influence your styling and fashion designs?

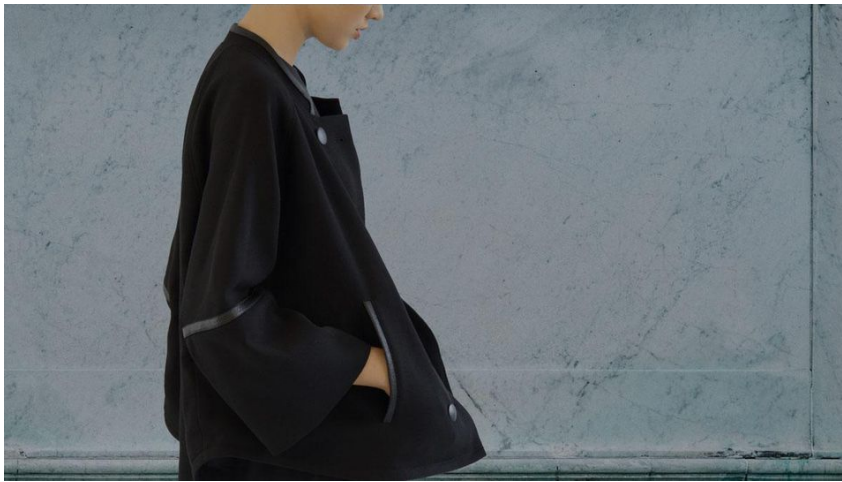
Paolo: I am exceptionally fortunate to work with some of the best writers working in Hollywood today. I can dress Olivia (Scandal) in the morning and then Smurf (Animal Kingdom) or Fiona (Shameless) in the afternoon, each woman is distinctly different but each, in their own way, are powerful. It is important to me to express their passion, talent, power, etc through their Costumes. It is a joy for me and every day at work is a new adventure.



Lyn Paolo x CALA: Online custom-fit fashions for the professional woman. ILLUSTRATION CREDIT: GINA (DEDOMENICO) FLANAGAN
C/O LYN PAOLO X CALA

What sparked your interest in fashion and what keeps you passionate about the field?

Paolo: Gosh, I have to say that my love of fashion actually started in reverse, I love film and television and I was always intrigued by the complexity of character and storytelling. That, of course, led me to fashion in film, and the art of storytelling using the costume, color, tone and silhouette to help tell the tale.



Lyn Paolo x CALA's Gemma coat. C/O LYN PAOLO X CALA

What's next? Can we expect future collections by Lyn Paolo x CALA?

Paolo: I have adored working with Andrew and the whole team at CALA so I am open to working with them anytime.

How do you replenish your creativity and energy?

Paolo: Tricky, as my schedule is INSANE, but my children and my garden keep me grounded....my home is a serene place that has such color and life that it has become a haven for me during the busiest of times. And like so many designers I love to travel to new places, look at the colors and textures that new vistas and new cultures offer the eye.

Check out my [website](#).



Kristina Moore

I'm the founder and editor of Corporate Fashionista, a fashion blog for professional women focusing on how to use what you wear as an effective business tool. I began my... [Read More](#)
