



HOUSE OF FROG

Carrie Greishaw, Richmond native and Chicago resident, presides over the fashion design house, House of Frog. Her stamp of theatrical flair pervades all of her designs, infusing each of her creations with a sense of high drama while maintaining its' street edge. Borne of influences as surprisingly similar as the Bleecker/ Bowery set and the off-Broadway avant-garde, Carrie has managed to steer her brand to national success.

Christian Detres Tell me about you...

Carrie Greishaw Ever since I was in Kindergarten I planned my outfits several days in advance. In high school I even kept an "outfit calendar". All my life I knew I'd be doing something in the fashion industry. After taking some time to work through the wonderful parade of fun that was a hedonistic adolescence, I decided to put my fashion fetish to work. I apprenticed under Susan Igou for three arduous years in Denver, Colorado. She brought out in me a strong work ethic and well, to be honest, rode me hard and made me focus. I owe a lot to her if for nothing else making me realize my talent would never amount to anything if it wasn't supported by a fanatical drive to complete my work. For the last nine years I've sewn my fingers to the bone and built up a great client list and respectable retail distribution.

CD What are some of the accomplishments you're most proud of?

CG There's always the personal kind of satisfaction that just comes from seeing your designs on a runway. Professionally though, I

have to say that I've gotten more than my fair share of press in the Denver Post, GOGO Magazine, Aesthetic Magazine, Soaked Magazine and other Denver and Chicago media. Being covered now in my hometown of Richmond, VA is pretty validating as well. Outside of strictly working as a designer, I've been able to hold onto a lot of artistic freedom and produce my own shows. I think that's where my heart is really. I love putting on fashion shows that go beyond the simple walk, smile, turn and disappear variety so commonly passed off as "showcasing" this art. I have a healthy love of theatre and spectacle, and that often makes its way into my expositions. House of Frog shows often incorporate a lot of drama, kabuki pantomime, androgynous gender play, and over the top theatricality. Sometimes I wonder whether I design specifically for the runway or I produce the shows to support the designs. Either way, the inspiration to present the garments with a dramatic flourish gives me the focus I need to keep the heart of House of Frog intact. People know when they come to one of my shows they're going to be entertained.

CD I know we've caught you at a pivotal time in your career. Things have been going well, but tell us what's coming in the next season for House of Frog...

CG Yeah, I'm really excited about this season. Well, I've got several things going on right now. I'm putting together my own local sewing house, expanding on my custom work for VIP clients (which has been my bread and butter for the longest time), and closing distribution deals with boutique stores in New York, Los Angeles, Chicago and San Francisco. The next collection coming from House of Frog will incorporate a lot of Hitchcock-inspired themes. I've been watching a lot of his films lately and I've been moved by the grace found in 50's couture. In the context of Hitchcock's work though, there's a paranoia and vulnerability in the characters I'd like to have soak through the garments to create some truly unique design themes. Again with the drama, but hell, this stuff is supposed to be fun right?





House of Frog can be reached at www.houseoffrog.com



Art Direction: Christian Detres

Designs by: Frog Greishaw

Photography: Harry Fellows
(www.harryfellows.com)



