

# Creative Notions

## Meet Children's Clothing Designer Elizabeth Lauren O'Dell

By Jodie Linton-Prickett

Some children love fashion at an early age. They naturally start exploring their independence and image. Finding ones style is one of the ways that your child to expresses themselves and tell the world about who they are. It would be exciting for your child to stand out in an effortlessly natural, yet striking designer outfit. What if you could let your child communicate their personality with unique, distinctive pieces that they can wear every day? Better yet, what if you could have designer children's wear that is affordable!

It's not surprising for parents to find their child's closet full of uninspired ill-fitting clothes that were pulled off the rack at big box stores. We all have done it at some point. While the favorite T-shirt might don a kitten, firetruck or a unicorn and it gets worn to the threads most clothes are packed up neatly after they are outgrown, still almost new and given to a neighbor or Goodwill. Wouldn't it be nice if all outfits were well worn and well loved? Even better if it was locally designed and created!

Meet Elizabeth Lauren O'Dell. She graduated from Aubrey High School in 2015, and almost entered into a fairy tale of sorts. She married the love of her life, moved to Pilot Point and then later to Tioga. She has two beautiful daughters with a third baby on the way.

As a young girl she always enjoyed sewing with her grandmother, whom she affectionately called Maw-Maw. She spent impressionable and quality time with her as she learned the basic craft of sewing in the same traditional way her grandmother had been taught. Material, patterns, scissors, all of the notions that comprise a time-honored sewing kit. Skills gleaned over conversations and joy. Who would know that this would provide a creative gateway to a future passion? Elizabeth eventually taught herself to use a sewing machine and create her own patterns.

With the birth of her oldest daughter, Elizabeth was looking for thoughtful and imaginative outfits on a frugal budget. So it started, with her husband's old T-Shirts, reimagined into rompers. As they do, her little girl grew and started developing her own personality and style. One thing about children is they like what they like the concept of money and costs have not developed yet. One thing Elizabeth was learning quickly was that her daughter had expensive taste!

Elizabeth's oldest daughter being a fashionista inspired Elizabeth to take her love of sewing to the next level. Her creativity and pattern design started to take shape into a style all her own. She started creating easy to wear shapes, inspired from vintage clothing. Somehow managing to use colors and silhouettes that balanced delicately on the line of playful and seriousness she created her own point of view. Her timing could not be better because her second daughter was quickly following in her sisters footsteps!



Once her daughters started to wear her designs people took notice and they wanted the adorable outfits for their little ones. Elizabeth also started creating clothes for little boys. However, her current inspirations come from her daughters. In a short time she has created 300 outfits being worn by children as far away as France, as well as all over the United States.

With the current COVID-19 situation she has met unexpected challenges. Her designs are in demand but material and other essential items are in low supply and hard to come by. Shipping times have more than doubled and prices on fabric and notions have drastically increased. She has had to slow down and sometimes halt custom orders. However, Elizabeth has met those challenges with thinking outside of the sewing box and now offers assistance to people who are wanting to learn the craft. She offers Facebook Live chats, Zoom Sewing Classes and consultations to people needing direction and advise to create innovative styles for their little ones.

Currently her clothing designs are available online. However, she has a micro-boutique where you can pick up handmade baby bibs along with interior décor at O'Dells Nursery located at 4765 South Highway 377 in Aubrey.

When you get to know Elizabeth in person or by following her on social media you will see that her Maw-Maw taught her far more than the craft and love of sewing. Along the way she also taught her to give of herself, the excitement to share and help others and the ability to be inspired. To keep up with Elizabeth's latest designs follow her at [www.facebook.com/elizabethlaurencreations/](http://www.facebook.com/elizabethlaurencreations/).



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