

RUNWAY 2

DEE LIT E

DESIGNER Victoria Patterson / Trippy Hippy Clothing
PHOTOGRAPHER Ernest Augustus
MODEL Delaney / Diversio Models
HAIR Chantal Girard / Davines International
MAKEUP Leila Mazaheri / Vivid Image Studio
BACKSTAGE MANAGER Joanne Cholak
ASSISTANT Melissa Pawluk







Sandra: I heard you were living in Europe prior to moving back to Calgary.

Victoria: Yes, London, Dublin for the past 10 years.

S: Where did you grow up?

V: I'm actually from Brooks, I grew up on a little acreage just outside of the city.

S: Did you study in Canada?

V: I moved to BC and studied at The Art Institute of Vancouver, for Fashion Design and Business.

S: How has living abroad affected your philosophy and creativity?

V: It pushed me immensely! I loved the different cultures, how diverse London is! Something for everyone.

S: Trippy Hippy collection, where did that come from?

V: I had such big dreams! I was like wow, London! OMG the underground psychedelic raves, the festivals, the streetwear, fashion week, nobody caring what anyone thought! Literally inspired by everything! I really just always wanted to make clothes, so I decided to do it on my own.

S: What Makes Trippy Hippy unique?

V: Of course I want to make it sustainable, I care about the planet, but it's about how it makes people feel, it's meant to be fun!

S: How do you feel Covid has affected the arts?

V: Well its been a tough year, a lot of small stores have gone out of business that carry emerging and local designers. I'm trying to shift to online, but not everyone wants to buy online, people want to go out and explore the culture to find something unique. They need to experience a lot of my pieces in real life, and that's why we really need shows and retail to bring to life our work.

S: What effect do you think Covid has had on the fashion industry?

V: Its been difficult, it's sad really, there's some good coming from it of course, but fashion is so hands on, it's hard to grow without a community of people to share and support smaller businesses, and they are struggling. It's a huge thing, fashion is art and it's not always seen that way, in Canada there isn't really any support by the government for fashion so it's even harder here.

S: Where do you see yourself in the future?

V: Doing Trippy Hippy of course! Creating is what I'm passionate about! I hope to get more involved with Western Canada Fashion Week its a wonderful support for designers. I'm pretty excited to be back home in Canada and can't wait to connect with others in the industry here!

