

Lydia Faiella Biography

email: lydiafaiella@comcast.net

- 1955 Born in Paris, France. Raised in California and upstate New York.
- 1985-1992 Illustrator, Burlington, Vermont. Began designing jewelry and small fabric accessories.
- 1993 – 1994 Relocated studio to San Francisco, California and became “Faiella Design”, an American luxury brand. Dreams of becoming an entrepreneur.
- 1995 – 1997 Produced a line of unique handbags from 1940’s and 1950’s collector’s fabrics using vintage bakelite buttons or crystals bejeweled on each bag.
- Gifted Oprah Winfrey with a custom 1950’s fabric beach tote called “Tiki Lounge” with bamboo handles and apple green ultra-suede lining. Recognized by Oprah with a letter.
- Published in *Paper Magazine* for 1950’s Tinkertoy bag.
- 1998-2000 Designed her first tabletop line called “Sara to Hashi” (plates with chopsticks), a luxury table setting designed for on the go “Alfresco Dining” – a Japanese inspired set for two, with plates, linen napkins and an Ikebana Flower Vase – the complete set nestled in a wooden gift box emblazoned with Japanese characters. Table setting carried by the Golden Door Spa in Escondido, California, Eziba.com and Felissimo in New York, New York. Felissimo featured “Sara to Hashi” in their 1998 holiday catalog and commissioned Faiella Design to make Ikebana vases for their upstairs tearoom.
- 1999 Articles published for this work: San Francisco, *California Moda* magazine
San Francisco Chronicle newspaper, Home Section
- 2001 Juried exhibition at “The San Francisco International Gift Fair”, Moscone Center, San Francisco, California. Her exhibited product was placed at “Accent on Design” at the fair. In addition, she was awarded a prestigious spot to showcase her design at the entrance to the fair, along with three other artisans.
- 2001 – 2003 Developed a “bespoke” line of diamond pleated silk shantung bags for women with a pendant for 1940’s glamour. Holds intimate foundations for honeymoon or travel. Sold to fine lingerie and linen stores in San Francisco, California; Boston, Massachusetts; Seattle, Washington; and New York, New York. **Featured in the February 2003 issue of the “New York Times” newspaper Sunday Style section.**
- 2004 – 2007 Expanded the silk line to include matching accessories, such as slipper bag, scented drawer liners with cedar or lavender, and small sachets, completing the collection.
- 2008 – 2009 Began watercolor series of edible plants, vegetables and fruits. Designs a market bag for delicate produce with a silkscreen of tomatoes from the original art.
- 2010 Faiella Design launches a new website with an art gallery of her 2010 Spring/Summer Collection of archival giclée prints and market bags.
www.faielladesign.com (Watercolor Marketplace).

Lydia Faiella is the founder, president, principal artist and designer of Faiella Designs.