

Six Sisters Shaping Tampa



The fashion scene is electric this Spring, no less in Tampa Bay than in New York after its world-famous Fashion Week (hosted this past Feb 3rd through 10th). The Power Broker found six sisters here at home who are shaping new opportunity in the fashion and beauty industries.

These divas of design and baronesses of beauty are bringing the Bay area a fresh look, and a new perspective on style.

Audrey

Pat McGhee

designer | model | entrepreneur

Latest project: Xotica Women's Clothing Line

Reach her: 727-492-5709

Pictured here in a cozy red light corner of the new Good Luck Café, Pat McGhee says her line is made for women who want to blend boldness with feminine beauty. Her new line of women's clothing, called Xotica and pronounced Ex-o-ti-ca, will release officially in November of 2006 after 2 years of planning and prototyping.

The leopard print design pictured above is a perfect example of the Xotica style - corporate cuffs combined with cultural touches from the continent and a sleek line. This one is called Velba. A dozen other designs are scheduled to release on the new Xotica website in November.

For now, Pat continues to work with clients one-on-one to design tailored pieces for their personal wardrobe. Traveling to clients' homes in Temple Terrace, Bradenton and Pinellas County, Pat says she's helped dozens of women "discover their personal style."

Pat was previously featured on the cover of The Power Broker Magazine in 2005. Her previous shows include The Bonner Brothers' Orlando Hair Show, The Motions Hair Products Show, co-sponsored by Sheer Essence Salon, and Angelia's Hair Safari Show by Fletcher Productions. She has appeared with Denise White on Channel 13, and on other local TV shows. Pat is the new Fashion Editor for The Power Broker Magazine.

Fashion for the Forgotten Sizes

The Xotica line is designed for women ages 30 and older, who want to blend boldness with feminine beauty. Pat designs in women's sizes 6 to 18, with a focus on "the forgotten sizes (12 to 16)." Why? Because they tend to have the hardest time finding fitted, fashionable clothing.



Above, Pat McGhee profiles two of her favorite portfolio pieces. Until recently, she was both designer and seamstress. With more clients these days, Pat is now working with 2 seamstresses who can capture her line's unique style: boldness combined with feminine beauty.