



classic beachwear designed
by a classic california girl

A LOOK INTO THE EZEKIEL CLOSET

words jessica ridenour | image courtesy of ezekiel



Who is the Ezekiel girl? Progressive, sassy and loves the beach. She's flirty, fun and loves the sun... So goes the motto of Ezekiel, a poetic ode to the quintessential beach-loving lady. Ezekiel is known for its rootsy, California-inspired vibe and is one of the hottest boardsport brands on the market today.

And who better than fourth-generation California girl, **Chelsea Burggren**, to design the Ezekiel Girls line? Chelsea is a veteran of the boardsport clothing industry, having begun her career at Volcom as a receptionist. It was there she wowed Volcom Founder Richard Woolcott with her natural eye for design. Woolcott was so impressed by her sketchbook that he had her start the Volcom Girls line. Later, she went on to design for O'Neill, Roxy and Split. Now with Ezekiel, she's a seasoned pro who knows fashion inside and out. "I love doing the Ezekiel line," says the style maven. "I'm really stoked to be part of their team because we have so much freedom. I can do fashion and combine it with our California roots. Really fun!"

Generally, Chelsea dictates the direction of the collection, gathering inspiration from a number of places. "I'm constantly looking through every magazine known to man, and I do a lot of research shopping," says the designer, no doubt inciting jealousy in many of us who wish shopping was a part of our jobs. "We try to draw from wherever we can and I bounce ideas off my friends. You just have to

go with your gut. You have to look at everything and go with what you feel is most *Ezekiel*."

So what is *Ezekiel* right now? This summer's line has two facets. One side is feminine, with soft color palettes, airy fabrics and flowing silhouettes. The other side is pure California, with botanical floral prints, striped knits and military-inspired camo. "It's very casual, throw-on beachwear," says Chelsea. Her personal favorite from the summer line is the Witness jacket and booty short. The two-piece ensemble is an enzyme-washed camo print, with raw edging and embroidery detail. "It has more of an urban feel to it," she says.

Chelsea's own style includes mixing designer labels with vintage pieces. Some of her favorite lines are Marc Jacobs, Chloe and Mason, and she's keen on skinny-leg jeans and tall boots. "I'm definitely into comfort and more of the classics," she says. She also creates her own jewelry and bags. "I've always been crafty," says the seamstress.

The designer's California upbringing has a profound influence on her

"I can do fashion and combine our roots. Really fun!" -Chelsea Burggren



creative flow. "I grew up at the beach, and I can really relate to the lifestyle," she says, "so it's second nature for that feeling to come across in the designs, color and inspiration behind the line." She confesses that an ideal day for her would include packing a lunch, grabbing some magazines and hanging out on the beach all day. "It's really a place that I feel the most relaxed and at peace."

Not every day can be spent at the beach, though. During workdays, Chelsea can either be found in-house at Ezekiel for fittings, photo shoots and meetings, or at her home office, a former bedroom turned workspace with huge tables and a cork-tiled wall to hang things. Working at home has its advantages. "It's awesome, because I can just roll out of bed and start working," she says. "I can really focus on what I'm doing and not be interrupted."

Whether on the beach or on the street, Ezekiel lives up to its progressive, sassy and fun reputation and is constantly evolving. "The Girls line is growing up a bit," says the designer. "It's an exciting time." ●