

SF: New Fashion Site By Denise Bradley-Tyson Inspires Luxe

By Kelly E. Carter



Willie Brown, Denise Bradley-Tyson and Bernard Tyson

Denise Bradley-Tyson and notable guests celebrated the launch of the entrepreneur's new fashion e-commerce site, Inspired Luxe, at a private soiree on May 28 at MatrixFillmore in San Francisco.

During the festive fete, guests enjoy catered canapés and cocktails while pursuing Inspired Luxe's curated "pop-up" boutique showcasing a global mix of artfully crafted jewelry, fashion and accessories, reflective of all those who live life in living color.

Among the VIPs in attendance: Bradley-Tyson's husband, Chairman and CEO of Kaiser Permanente Bernard Tyson, former San Francisco Mayor Willie Brown, fashion legend Wilkes Bashford, ABC's Carolyn Tyler, London Breed, Brenda Wright, Stefanie Coyote and Anette Harris.

Inspired Luxe is an online curated shopping experience dedicated to supporting the imagination of small-scale designers and artisans around the world. Helping online shoppers to "look good while doing good," Inspired Luxe offers a mosaic of authentic global jewelry, home décor and fashion accessories to inspire and define one's own style, while helping to preserve traditions and innovations from around the world.

Expect Bradley-Tyson to keep Inspired Luxe fresh with a new regional focus every few months. By exploring different regions of the world – from South Africa to Italy and beyond – Inspired Luxe

discovers the most interesting and original lifestyle accessories. South Africa is the site’s current showcase, with original jewelry, accessories and fashion by Coast & Koi, Guidemore Chigama, Henriette Botha, FACT, luluK and more. Other featured artists who have been inspired by South Africa include Corinthia Peoples of Brooklyn and Oakland, Masha Archer of Kiev and San Francisco and Tamara Hill Studio of San Francisco.

It was her own world travels that inspired Bradley-Tyson to conceive Inspired Luxe. The CEO and “Curator-in-Chief” boasts a passion for arts, a keen eye for quality and originality and a successful track record of launching and establishing brands.

“Through Inspired Luxe, we strive to promote and preserve cultural heritage,” said Bradley-Tyson. “By helping local artists and brand houses find new markets and grow their businesses, we and our customers empower them to continue creating and sustaining their traditions and, in some cases, preserving rare skills and methods that have been passed along through the generations. Each piece tells a unique story.”

Unlike traditional stores or other online marketplaces, Inspired Luxe brings together a unique multi-layered, multi-cultural mix of patterns, prints and pieces that showcase hidden gems and up-and-coming trends from top local designers, craftspeople and brands – allowing customers to enjoy hand-picked designs that would otherwise never be discovered.



Denise Bradley-Tyson, Stefanie Coyote



Anette Harris, Vicki Hughes



Denise Bradley-Tyson, Wilkes Bashford



Carolyn Tyler



Heather Philip, Yvette Hollingsworth, Masha Archer, Beverly Anderson



Corinthia Peoples



Jennifer Madden, Sherri McMullen, London Breed



London Breed, Kimberly Brandon, Brenda Wright, Denise Bradley-Tyson, Joyce Dyson