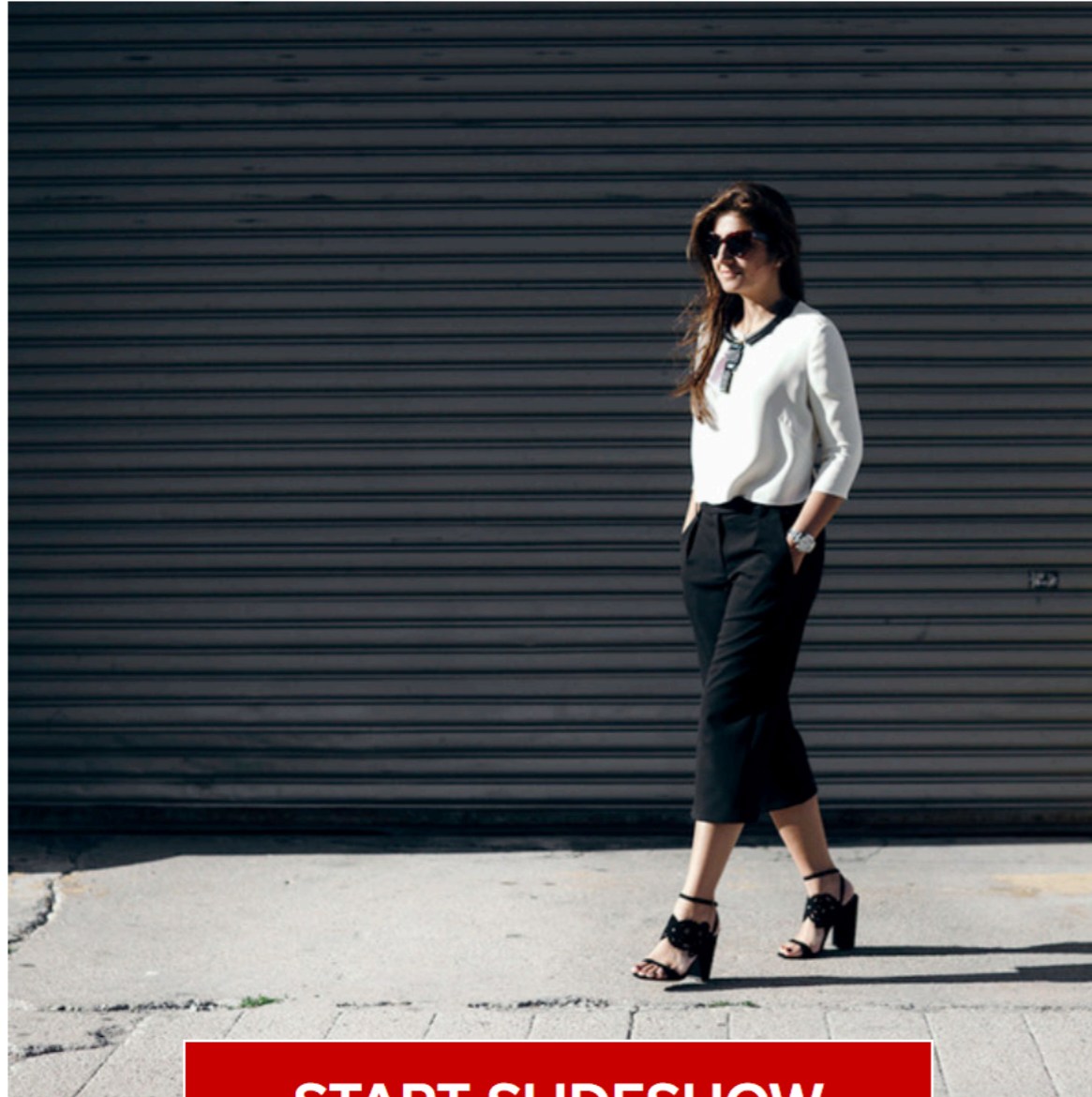


What Inspires Me: AMMARA



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We've all experienced the struggle of finding that *perfect* shirt to pair with jeans or to layer underneath a summer dress. But, for designer Ammara Yaqub of recently launched line **Ammara**, she felt that pain all too well. So much in fact she built her line's business model solely on the premise that a killer shirt is the key to sartorial success.

The Harvard Business alum, who busted her chops as a buyer at both Zac Posen and Neiman Marcus, has launched a creative collection of tops that will fit the bill for any situation.

We were so inspired by our conversation with Ammara hot on the heels of her launch, that we thought it only fitting to drill her on what is currently making *her* tick. Whether it's a stroll in the heart of Paris or her two kiddos, the designer is a river of inspiration — and we're sharing it all right here.

By **Angela Tafoya**

(Source: Courtesy of AMMARA.)

What Inspires Me: AMMARA



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Mel Bochner's Blah Blah Blah

"**Mel Bochner** is an American artist widely recognized as one of the leading figures in the development of conceptual art. To me *Blah Blah Blah* is a reminder of the importance of humor in art and life and the need to ignore the noise and focus on what's important."

(Source: Courtesy of Artsy.)



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Paris

"Taking a walk in Paris, whether it is across the Seine or on the charming streets of Rive Gauche fills my heart with joy. Every building and **every door** is unique and it is the details that you don't notice at first glance that are so striking."

"I'll see a red door and notice the color but then notice how the edges are rounded to perfection or the frame is carved meticulously and how these subtle elements give it the striking character it has without ever speaking too loud."

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(Source: Courtesy of Sparkle Sense Blog.)

What Inspires Me: AMMARA



(Source: via Pinterest/Ouono Design.)

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Marcello Morandini

"**Morandini** is an Italian architect and sculptor. His style is characterized by the use of acrylic glass and lacquered wood mostly in black and white. I love the simplicity of the materials and colors he uses to create the most magnificent pieces. I happen to own a Morandini chair that is my favorite piece of furniture in the entire world and I am inspired every time I look at it."

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(Source: Courtesy of Ammara.)

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Travel

"I love living in New York City but I also love leaving it to visit places that are completely different — my favorite places in the world are Santorini, Positano and Marrakesh. I'm very inspired by color so in Santorini it is the pristine white and blue houses set against the sapphire blue Aegean Sea that leave me breathless."

"In Positano, it is the red, magenta and pink bougainvilleas covering the colorful houses and in Marrakesh it is how the sunlight hits the vibrant fabrics, spices and artifacts in the Souks. The colors of all three of these places are magical."

What Inspires Me: AMMARA



(Source: Courtesy of Arte Mest.)

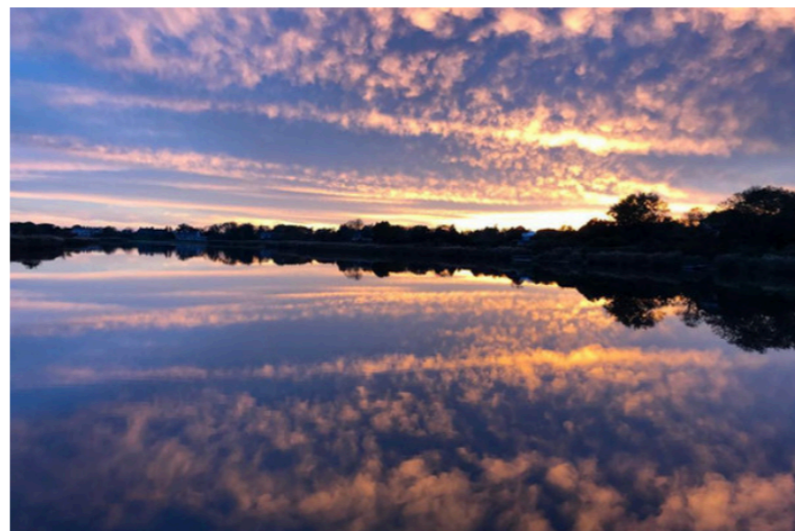
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Ettore Sottsass

"**Sottsass** was an Italian architect and designer who made beautiful graphic furniture, jewelry, and ceramics amongst many other things. His pieces are often in muted colors but there is always something (typically a sculptural aspect) that makes them striking."



(Source: Courtesy of Ammara.)

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Hamptons sunsets

"Sunsets in the Hamptons are spectacular. Vivid oranges and pinks fill the sky for a few brief minutes and catching a gorgeous sunset at the right time is an experience unlike any other."

What Inspires Me: AMMARA



(Source: Courtesy of Patek Philippe.)

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The Art of Watchmaking

"I was the **fine watch** buyer at a leading department store and fell in love with fine watches. There is something incredible about how much detail (both aesthetic and mechanical) goes into a watch. You only have to turn over a watch with an exhibition back to be astounded by the number of hours someone spent crafting it."



(Source: Courtesy of Ammara.)

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My children

"I have a nine-year-old and a four-year-old and my children – especially my four-year-old – knows no fear. He jumps into everything without hesitation. I aspire to live my life with that fearlessness!"

What Inspires Me: AMMARA



(Source: Courtesy of First Dibs.)

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Vintage Lighting

"**Vintage lighting!** I'm obsessed with antique lighting. One of my most exciting moments came when I was furnishing my apartment and found a baby Austrian Kalmar chandelier that matched the larger one I had in my bedroom for my closet!"



(Source: Courtesy of Modern Design.)

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Monolo Valdes Butterflies

"I am captured every time I set eyes on **this sculpture**. It is solid and serious in its structure but the butterflies 'fluttering' give it a fanciful and almost magical feel. To me it is indicative of my own thought process – while the foundation is solid and based on facts, my head is bursting with ideas and dreams!"