



THE Hunt

BY ROXANA ZAL

Inspired by a deep adoration for the gypsy spirit of Stevie Nicks and a love of vintage 1970s Indian dresses, I wanted to create a dress I couldn't find, but desperately wanted in my wardrobe. What began purely as a personal passion project four years ago to fill a hole in my own wardrobe, was soon embraced and sought by friends and strangers who would approach me whenever I was wearing one of these dresses. It was this energy and admiration that inspired me to begin making these dresses for every woman's wardrobe, and how GoldDust Dresses came to be.

It was not long before I had a sketchpad full of vintage-inspired dress designs ready. The challenge, a task that to this day still requires the majority of my time and research, was finding unique 100 percent vintage Indian cotton textiles. This began a long search, far and wide, for fabrics that were hand-woven and hand-blocked, or hand-printed cotton, circa the '60s or '70s, to use in the construction of these dresses.

As you can probably imagine, there is a very limited supply of unused fabrics available from these eras. Being from Los Angeles, I first searched every specialty fabric store, swap meet, and vintage store around town. After exhausting those supplies, I began to take my search further, across America and then internationally. ♦



Fortunately for me, my partner is a musician who travels considerably. We were both born with a passion for travel and wanderlust, so it was easy to convince him to come explore with me. Four years later, it's now a joke between us that whenever I suggest a "holiday," it's code for "Let's go find some fabric."

I feel like I must have walked every side street and marketplace in India, Spain, France, and a few other European countries, searching for these unique and specific vintage fabrics. Interestingly enough, India proved to be my least successful resource, as I learned that during those decades they largely exported fabrics to the U.S. and Europe, and kept very little Indian prints nationally.

I was so relieved when I found the fabric I sought at vintage flea markets. I also connected with a few vintage vendors in Texas who continue to find fabric for me. I feel lucky every time I dig through my pile of fabric at home, because I'm able to continue my business.

The process of the hunt is a constant thrill and adrenaline rush, and I am always, always looking. I have a little stash going at the moment, but it is never enough. The dresses sell so fast and I do not have the endless supply I so badly desire. Part of my journey is the dedication and constant sourcing I do to keep discovering where I can find more.

While at times, the lack of availability of these fabrics proved a little frustrating, it also organically inspired the idea of creating one-of-a-kind dresses. Because I construct every dress with its very own fabric, no two dresses are alike. All are unique works of art.

Even though I make my dresses with fabrics found all over the world, it's very important to me that they are created locally, as I am very passionate about the environment. They are not outsourced to a mass-producing factory, therefore reducing the "footprint." It brings me great joy to be able to say that every GoldDust dress since inception was handmade in Los Angeles, California. ♦♦



My dresses can be casual and flowing, or fitted and sexy. As a result, my beautiful clientele ranges from teens to middle-age women, students, models, celebrities, fashionistas, hippies, mothers, and yogis in proximity to me and around the world who embrace the boho lifestyle and trend. These dresses made from beautiful fabrics are for all occasions. They are dresses to be lived in, dresses that could be heirlooms, and dresses you never want to take off. ❖

You can view more of the Roxana Zal's work at golddustdresses.com and golddustdresses.etsy.com, and on Facebook ([GoldDustDresses](https://www.facebook.com/GoldDustDresses)) and Instagram ([@roxanazal](https://www.instagram.com/roxanazal)).

