

## **God Bless America, the best of vintage**

**God Bless America, have you heard of it? It's a website which brings together the best of vintage. We have met its designer, Emmanuelle Rienda, who has told us about the early days of the brand and also about her projects to come. We warn you, change is coming!**

### **Paulette: Emmanuelle, can you introduce yourself in a few words?**

Emmanuelle: I'm the designer behind God Bless America. Buyer, designer, stylist, photographer... I developed a universe that represents me. I think that God Bless America is much more than a mere e-shop, it's a true quality label which assumes an uncluttered, quirky, specialised and accessible fashion! A combination of vintage clothes (customised or not) and designers "hit" creations!

### **God Bless America, how did it start?**

The adventure started in 2008, in Los Angeles, where I lived during 2 years and where I got passionate for vintage. I got into DIY and started to work on an outfit collection that quickly got its customers in the whole world. In February 2011, after long months of preparation, God Bless America was born in France.

### **What path have you followed, until this amazing adventure?**

After working several years in fashion and marketing in Paris, I left France to work in Los Angeles in 2008. Back in France, I entirely dedicated myself to the design/creation and development of God Bless America. Hyperactive and workaholic: today, I concurrently work in a communication agency where I'm developing large-bodied projects.

### **By which standards do you pick the items available on the e-shop?**

The choice is made along my travels, findings, hits, meetings with talented designers. I'm looking for originality and authenticity. I'm willing to support young designers by opening them my network. What's important to me: developing an ethical fashion by recycling clothes of the past and rising up young designers. "God Bless America, land that I love".

### **"I'M INSPIRED BY SOFIA COPPOLA, HELMUT NEWTON AND CALIFORNIAN DESERT."**

### **Where do your inspirations come from, in fashion as in anything else?**

In my inspirations, we notice among others Sofia Coppola, Helmut Newton. I also like the universe of the Japanese photographer Nobuyoshi Araki. I specially love the Californian universe, wild coasts, desert, Joshua tree, roads that never end...

### **What is the typical GBA girl?**

She is independent, creative and visionary. She is sensitive to the environment in which she lives, wishes to differentiate herself and dresses along her inspirations by creating her own fashion!

**What are your upcoming projects?**

A stream of innovation is blowing upon God Bless America. We are currently working on a new project, and I say "we", because Matthieu Serra, my partner in everyday life for many years, joins the adventure to deal with all the technical part.

New website, new selection, and great arrivals: exclusive God Bless America creations! I also got selected to exhibit in the Carreau des Créateurs of the Marché de la mode vintage on the next 2nd and 3rd of June in Lyon.

Did you like it?

Feel free to sign in on the website to be informed ahead of the new launch.