

October 22, 2007

Slick Nic

Groundless Youth Designs



Newton got an apple dropped on his dome. Franklin flew a kite and was nearly zapped.

The best discoveries take place in the blink of an eye.

Amanda Gibson and Tara Jones couldn't agree more. During a scarf knitting session in their college dorm room last year, a simultaneous burst of inspiration (*keep the length short, add a giant button*) hatched a startup company, Groundless Youth Designs, and this season's best new accoutrement: Nic.

Named in honor of their best friend Nichole, the Nic has all the benefits of a scarf without the annoying bulk. Just wrap the collar-like knit around your neck, fasten it with the vintage button, and voila: all warmth, no weight.

The girls choose seasonal colors and collect buttons everywhere they go. A team of knitters helps with production. Up next: fingerless gloves, boot accessories, and headbands.

Creativity is spontaneous.

You've just gotta stick your neck out.

Available at Bess & Loie, 1015 West Lake Street, between Carpenter and Morgan Streets (312-226-2247).

 E-mail  Save  Print  Text  Map

