

BIO BARBARA GRAFFEO

Women should feel good in their clothes. Modern lifestyles demand it."

This philosophy is the key to designer Barbara Graffeo's success. A multi-faceted woman, she's the creative force behind two labels: Barbara Graffeo Collection and City Hearts.

Perhaps it was inevitable that Barbara Graffeo became a designer – after all, it's in her blood. Both her father and grandmother were deeply involved in the business and she gradually found herself drawn to the fashion industry as well. Convinced that hands-on experience is the best teacher, Barbara plunged right in starting at Sunrise Fashions, a respected coat manufacturer. Barbara's instincts paid off and in time her duties encompassed all aspects, from buying to merchandising the collections.

Feeling the need for change she left the security of the coat market for a position with Regina Porter where her responsibilities now included designing sportswear. After eight fulfilling years Barbara decided that the time was ripe to strike out on her own.

Never one to pass up a challenge, Barbara took the plunge and opened her own firm. Fully aware of a void in the market for casually elegant lifestyle clothing she decided to fulfill the need for "real clothes for women with hectic lives." This savvy acumen has paid off handsomely. In business for ten years, Barbara's exceeded all expectations and today she is currently heading City Hearts Inc., which is sold exclusively on HSN and is fast becoming one of their core brands.

As a designer Barbara Graffeo has already succeeded far beyond her dreams by creating clothing that's of the moment yet truly timeless....Just like all great art!