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Luxury Brand Gives Christianity A New Look

Vox Sacra



Founder Shawn McNally



Type Designer Tim Girvin

There are mass-market Christian brands in the marketplace, but Seattle-based Vox Sacra has broken new ground as the first authentic Luxury Christian brand. Vox Sacra, which is Latin for “Sacred Voice,” is marketing directly to mainstream audiences regardless of their faith or religious or spiritual affiliation. Vox Sacra founder Shawn McNally is no newcomer to fashion and is a veteran luxury fashion marketer. Prior to Vox Sacra, McNally was the former global marketing director of the \$220M French specialty sportswear brand Façonnable.

Vox Sacra launched online in May 2006, and its first collection made its debut at MAGIC this past August. Vox Sacra’s must-haves include European-inspired fitted long-sleeved shirts and distinctive linen and silk scarves. The shirt collections for both men and women use premium fabric sourced from Austria that provides a luxurious, silken texture against the skin. Ancient images rendered in rich metallic inks and precious silk appliqué adorn the collection. Elegant typographic renderings of bible verses evoke a sacred voice, as each design utilizes original artwork that dates back some 400 to 600 years.

To launch the brand, McNally sought design assistance from friend and renowned type designer Tim Girvin, owner of one of the most prominent branding and design firms in the country. Girvin, Inc. has offices in Seattle and in New York, Tokyo and Paris. Tim Girvin has crafted more than 500 Hollywood movie identities and logos from “The Matrix” to “Mission Impossible III.”

The inspiration for Vox Sacra’s look dates back to manuscripts that are hundreds of years old. The illustrations and woodcuts were found in rare books from the medieval ages; some concepts emerged from even earlier ancient manuscripts, and many of the original images were hand-drawn by Renaissance monks who belonged to a secret, divine order.

The story behind the Vox Sacra brand is profoundly personal. While he was still at Façonnable, Shawn McNally lost his second child, Stella, to a rare birth defect. Losing Stella changed McNally’s life. After the loss, he returned to his post as Director of Marketing for Façonnable. Somewhere between the international flights,

fashion shoots and parties, McNally felt a deep void in his life and a calling that he was supposed to do something more.

“Whatever your perception of Christian clothing is, toss it out the window,” says McNally, who is convinced that faith and a love of fashion are not mutually exclusive. “My vision is that our products will open conversations between people of faith and people searching for hope and meaning in their life.”

Most Christian brands only market to their own Christian communities, but Vox Sacra hopes to inspire modern believers and non-believers alike. Vox Sacra isn’t seeking converts, but is instead seeking genuine conversation and thought-provoking comment about what Christianity really means in today’s strife ridden world. McNally said, “Frequently the message and the image of Christ is institutionalized and used for political gain. Vox Sacra is using fashion as a statement to retell an ancient story and to put the authentic message back where it belongs. It all about embracing the ultimate commandment given to us by Jesus, which is ‘to love one another.’”

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Today, McNally runs his fashion brand from Seattle, where he lives with his wife, Liz, and his eldest daughter Brynn. From the loss of one child, McNally has found a way to turn his career in fashion into an opportunity to help many more children discover lives of promise and hope. The company donates seven percent of its gross revenue to the Rafiki Foundation, a relief organization with villages in 10 African nations offering loving homes and vocational training to children orphaned by AIDS, disease and genocide. Rafiki differs from other non-profits because it creates a long-lasting and sustainable model by focusing on the needs of the children who are educated and given the skills that will enable them to become change agents within their own culture.

For more information, visit www.voxsacra.com, www.girvin.com, and www.rafiki-foundation.org.

