



The *GILDED ONES*

THE GLAMOROUS LIFE

AISHA MCSHAW

A BEAUTIFUL DREAMER

Aisha McShaw has always had a thing for beauty and glamour. As a child growing up in Mount Vernon, New York, Aisha watched old Hollywood movies and fantasized about wearing the nipped waist suits, dramatic ball gowns, long satin opera gloves, and gleaming jewelry donned by movie stars such as Bette Davis, Rita Hayworth and Grace Kelly. Eager to create her own personal style, a teenaged Aisha cut up and refashioned her clothes with sewing skills learned in middle school – much to her mother’s chagrin.

By the time she left college, however, Aisha had decided on a career path that was quite different from her natural passion for clothing design and styling. She became a banker. In fact, Aisha spent more than 10 years in the field, earning one promotion after another. Yet, as much as she excelled at personal finance, Aisha loved getting dressed for the job just a wee bit more.

As many of us know, childhood passions are often left behind as we prepare for our passage into adulthood. But if they are strong enough, these passions resurface later, and often when we least expect it. While recuperating from a car accident, Aisha began to rethink her career path. In that quiet time, Aisha reflected on her childhood love for fashion. Many decisions and acts of faith later, Aisha has found herself running her own ultra-glam fashion brand, [Aisha McShaw](#).

Aisha’s story is a testament to the staying power of our childhood dreams and the respect that we should give to the things that make us happy and about which we are passionate. Without further ado, meet Aisha McShaw.



LET'S CHAT!

Home. Sweet. Home.

I grew up in Mount Vernon, which is a town in Westchester County, New York. These days, I live in Upper East Side neighborhood in New York City, however, I make frequent trips to Westchester County because I enjoy the peace and quiet of suburbia.

The J.O.B.

I am the founder and designer of the fashion brand, [Aisha McShaw](#).

Wilding Out.

My story of "wilding out" may not seem wild to others, but for me, it's an instructive story that taught me a lot about peer pressure and regret. Some time ago, I found myself meeting and socializing with a new group of people. At one event, while spending time with a few new friends, I was offered weed. I've been known to enjoy a nice glass of wine in the evenings or an occasional French Martini — but until that moment, I'd never smoked weed. That evening, with all eyes on me, I felt the pressure to fit into this new, cosmopolitan crowd. So I smoked weed for the first time — in my 30s. The next morning, I made a promise to myself to never compromise my values for the sake of fitting in. When I talk to girls and young women, I tell that story as an example of how character can be built by resisting peer pressure in situations that do not align with one's values.

Sign Language.

My sign is Pisces. Pisces people are often described as emotionally intuitive, romantic and imaginative. They are the big dreamers of the zodiac. All of those descriptions fit me pretty well.



YOU'RE THE FOUNDER AND DESIGNER OF THE EPONYMOUS BRAND, **AISHA MCSHAW**.

Tell us about what you do and how you got to this place in your career.

I design clothing for women who want to feel beautiful and elegant. My designs appeal to women who enjoy classic pieces with a bit of a twist. These women are comfortable in their own skin and see fashion as a way to enhance their looks and natural confidence. How did I get to this place in my career? It was anything but a straight path!

I was always drawn to fashion and spent a lot of time in my youth developing my own personal style. I had great role models in this regard. My mother and grandmother dressed impeccably at all times. When I was little, they took pleasure in dressing me up every day no matter the occasion. In turn, I took pleasure in dressing my Barbie dolls every day.

I learned to sew in middle school and became proficient enough to cut up my clothes and remake them into brand new looks that no one else was wearing. I remember my mom getting really upset with me for chopping up my wardrobe, but creating my own signature looks was (and still is) important to me.



When I was 19 years old, I got a position as a sales associate in an upscale fashion boutique. In this position, I learned more about fabrics, cut and fit, and how to sell — skills that still serve me well today. Of course, the employee discount was an added bonus! I enjoyed selling clothes so much that I continued to work in retail on a part-time basis while holding down a full-time job in finance.

After working as a banker for 11 years, I began to question my career path. I'd worked hard to get to where I was in that field, but I wasn't feeling it anymore. Yet, it took a major life event to push me towards making a change.

I sustained injuries in a car accident, which forced me to recover at home for a few months. While I recuperating, I reassessed my life and job. Even though I was good at it, banking wasn't my passion. What was? The thing I have loved since childhood — fashion. More specifically, the power of fashion to help people to transform, grow and express themselves.

“
*Fashion can help people to transform,
grow and express themselves.*”

The next step was figuring out how to get into the fashion space. After speaking with a friend who worked as a stylist for Worth New York, I secured a position with the same company as a wardrobe consultant in New York City. Two years later, after securing a meaningful book of business, which included celebrities such as Gayle King, I realized that I wanted to start my own business.



At that time, I was attending a lot of galas and parties — many of which required evening wear. Even though I worked for a fashion brand, I couldn't find things that reflected my style. I had a million ideas in my head about what looks I wanted to see in stores and wear to events; however, I needed help in order to turn those ideas into actual clothing.

One afternoon, while in the Baby Phat showroom picking up an outfit loaned to me by Kimora Lee Simmons, I found myself utterly mesmerized by the draping work of a pattern maker named Giuletta. We ended up sharing an elevator and started chatting. I told her I was looking for someone to assist me in bringing my ideas to life. I thought she would give me some names to call, but to my surprise, she offered to help me herself. I took some night classes at FIT, which I found quite useful but nothing can replace the guidance that Giuletta has given me over the years. She is my mentor and one of my biggest supporters.

In 2016, I presented my made-to-order SS17 collection at New York Fashion Week! This led to trunk shows and making clothes for women who wanted unique pieces tailored specifically for them. Fashion design has yielded many opportunities, including the chance to work as a costume designer for a Netflix movie that launched in 2021.

The pandemic changed everything, including my business. During the lockdown and in the months that followed, athleisure became the look of the moment. I don't do sweatpants! Nevertheless, I realized that I needed to create my own online store and expand my offerings to include daywear. In 2021, I launched a ready-to-wear collection on [Aisha McShaw](#) consisting of all my must-have looks. I am happy to report our daywear is selling well, and we have resumed making special made-to-order pieces.



YOU STARTED OUT CREATING MADE-TO-ORDER EVENING WEAR.

Are you still offering this category?

Evening wear is back! After two years of caution resulting from the pandemic, the gala circuit is starting up again and more people are going out.

What do you love about evening wear?

Evening wear makes me feel special. It allows me to live out my romantic fantasies about bygone eras. A fantastic dress can transform you into a woman from the roaring 20s, evoke Hollywood glamour from the 30s and 40s, or channel the disco queen vibes from the 70s.



WHAT INSPIRATIONS DO YOU DRAW UPON WHEN DESIGNING FOR YOUR BRAND?

I find inspiration through traveling, art, and the everyday stories of women. I am also inspired by some of the fabrics I use. Sometimes I can feel what a piece of fabric wants to be.

DO YOU HAVE PLANS FOR EXPANDING THE BRAND?

Yes. I am obsessed with skincare, hair care and beauty products. Getting into the beauty industry feels like a natural extension of what I am doing right now. These days, I am learning all that I can about the space so that I can create my own line of products one day.



WHAT THREE WORDS DESCRIBE YOUR PERSONAL STYLE?

Classic.

Sophisticated.

Versatile.

HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

I love pairing jewelry with my looks but I gravitate towards pieces that are simple and elegant. I like bold jewelry with certain looks, but I favor delicate pieces for daily wear. If I am wearing something bold and eye-catching — say a large necklace, I will hold off on layering other necklaces.



DO YOU TAKE FASHION RISKS? IF SO, WHAT ARE THEY?

Even though my style is classic, I like to play with trendy pieces in unexpected ways — such as pairing my thigh-high Bottega Veneta boots with a ballgown or adding a faux fur bomber jacket with a long, silky dress.

WHOSE STYLE DO YOU ADMIRE AND WHY?

I admire Jennifer Lopez. Her style is unique, versatile, sexy and elegant. Bette Davis is also one of my fashion icons. Her style was extraordinary.



WHAT ARE YOUR FIVE GO-TO WARDROBE PIECES?

1. Black blazer
2. Black trousers
3. White button-down shirt
4. Black denim jeans
5. Black pumps

WHAT ARE YOUR CURRENT OBSESSIONS?

I am pretty obsessed with yoga and watching old Hollywood movies. I can't get enough of the glamour of the 1930-50s.



LIGHTNING ROUND! PICK ONE.

On personal aura: Mystery or Clarity?

– Mystery

On personal style: Minimalist or Maximalist?

– Minimalist

On Interior Design: Bold color or neutral hues?

– Neutral hues

On NYC apartment living: Huge walk-in closet with seating area or huge laundry room with large sized washer and dryer.

– Walk-in closet for sure

On NYC newspapers: New York Times or New York Post?

– New York Times

On shopping: Online or brick & mortar store?

– Brick & mortar store

On jewelry: Delicate or bold?

– Delicate

On jewelry, pt. 2: Neck Game, Ear-scape, Arm Candy or Ring Bling?

– Ear-scape

On people: Absolute favorite human trait?

– Kindness

On people pt. 2: Human trait that you can do without?

– Jealousy



WHAT DO YOU LOVE ABOUT GOLD?

Gold represents wealth. When I wear gold, I feel powerful, beautiful and rich.



WHAT AUVERE PIECES MUST YOU OWN?

I just purchased the [Motorcycle Diamond Band Wide](#) and I love it. I would also like to have the Hoop Earring XL, the Cage Convertible Necklace, the Praying Mantis Diamond Ring and the Initial Pendant – an A, of course.



PARTING WORDS?

This shoot was so much fun! But now I want more gold!



AISHA IS WEARING:

Cover:

Floral ballgown: Aisha McShaw; **Boots:** Bottega Veneta; and **Jewelry:** **Auvere** (Arthropod Earrings Polished; Tall Maze Cuff; Short Maze Cuff; Golden Apex 24K Ring Hammered; Long Link Chain; Big Heart Ring; Serpentine Ring Single Twist; Byzantium 24K Ring Polished / Rubies);

Look 1:

White jumpsuit: Aisha McShaw; **Shoes:** Christian Louboutin; and **Jewelry:** **Auvere** (Open Cage Cuff; Short Maze Cuff; Love is Love Medallion and Short Link Chain; Conic Mobile Diamond Earrings; Star Bright Ring; Motorcycle Band Wide; Floral Eye Signet Ring / 9 Diamonds; Byzantium 24K Ring Turquoise; Pyramid Band Wide; and Pyramid Band Narrow);

Look 2:

Red pantsuit: Aisha McShaw; **Shoes:** Christian Louboutin; and **Jewelry:** **Auvere** (Long Link Chain; Initial Pendant Large and Cable Link Necklace 1 mm);

Look 3:

Floral ballgown: Aisha McShaw; **Boots:** Bottega Veneta; and **Jewelry:** **Auvere** (Arthropod Earrings Polished; Tall Maze Cuff; Short Maze Cuff; Golden Apex 24K Ring Hammered; Long Link Chain; Big Heart Ring; Serpentine Ring Single Twist; Byzantium 24K Ring Polished / Rubies);

Look 4:

Black leather suit: Aisha McShaw; and **Jewelry:** **Auvere** (Bold Heart Diamond Pendant and Long Link Chain; Star Power Ring; Foxtail Bracelet; The Hoop Earring XL; Pyramid Band Wide; Pyramid Band Narrow; and Motorcycle Diamond Band Wide); and

Look 5:

Black silk dress: Aisha McShaw; **Shoes:** Christian Louboutin; and **Jewelry:** **Auvere** (Plexus Earrings; Cage Convertible Necklace; Star Power Ring; Motorcycle Diamond Band Wide; Pyramid Band Wide; Maze Star Ring; Tall Maze Cuff; and Serpentine Ring Double Twist).