

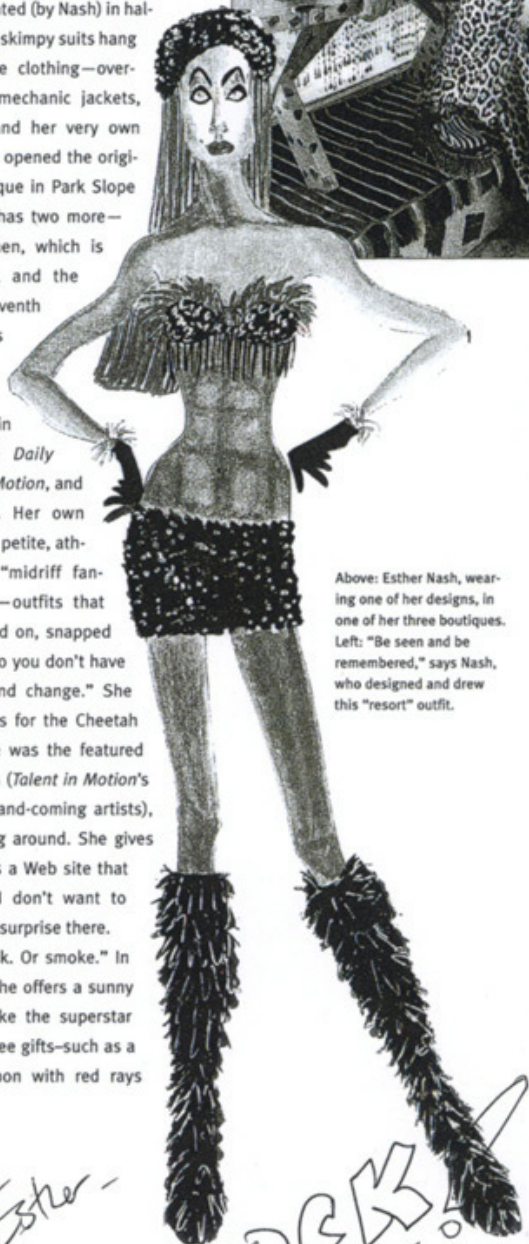
Welcome to Nash-ville

Esther Nash, Fashion Design

Esther Nash's Chelsea boutique, Baby Doll Sugar Daddy, is a tiny space, full of tinsel and flashing Christmas lights. The walls are hand-painted (by Nash) in hallucinogenic colors, and slinky, skimpy suits hang beside vintage rock-star-style clothing—oversized suede coats, garage mechanic jackets, T-shirts marked "Diggler," and her very own sequined beanies. Nash, who opened the original Baby Doll women's boutique in Park Slope when she was, oh, 18, now has two more—Sugar Daddy, a store for men, which is located next to Baby Doll, and the nine-month-old branch on Seventh Avenue. This precocious designer, who has attended FIT part-time since opening Baby Doll, has been profiled in *New York, Cosmogirl!*, the *Daily News*, *Teen People*, *Talent in Motion*, and the Korean magazine, *Kiki*. Her own styles, resort clothing for "the petite, athletic build," are spangled "midriff fantasies," and "transformers"—outfits that can, as she says, "be snapped on, snapped off, zipped on, or zipped off, so you don't have to go back to the cabana and change." She designed the wait staff outfits for the Cheetah Nightclub on 21st Street, she was the featured designer at the TIMMY Awards (*Talent in Motion's* ceremony for recognizing up-and-coming artists), and Barneys has been sniffing around. She gives free shopping advice, and has a Web site that showcases the boutiques. "I don't want to waste any time," she says. No surprise there. "I don't watch TV. I don't drink. Or smoke." In spite of her ascetic lifestyle, she offers a sunny motto: "Sparkle and shine like the superstar you are." She also gives out free gifts—such as a vintage button of Ed McMahon with red rays shooting out of his head.—AJ



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Above: Esther Nash, wearing one of her designs, in one of her three boutiques. Left: "Be seen and be remembered," says Nash, who designed and drew this "resort" outfit.

Her Esther -
for ROCK! alex