

MISA Opens Palisades Village Doors

By **Magnolia Lafleur** - December 23, 2021



Photo courtesy of MISA

By MAGNOLIA LAFLEUR | *Reporter*

Los Angeles-based MISA opened its first store on Thursday, December 9, in Palisades Village, located between Faherty and towne by elysewalker.

Started by late founder Shadi Askari-Farhat in the spring of 2016, MISA—a name derived by combining the names of her two daughters, Milla and Sayeh—embodies Farhat’s “romantic heart, bohemian spirit and wanderlust eye,” according to the store’s website.

“Shadi and I were very close and had similar interests,” Farhat’s brother-in-law and chief marketing officer of MISA Mehran Farhat said to the *Palisadian-Post*. “She was an amazing person and an incredibly talented designer. She created effortlessly elegant pieces that just made you light up.”

“And ultimately that’s why we’re here- to make pieces that allow our customers to embrace and feel confident in their femininity and feel good about their body and shape.

She [Shadi] still helps guide the store, she’s the first thing on my mind when approaching our brand. I also try to incorporate things that were important to her into the design of the store.”

As an “all hands on deck” family-run business, Mehran helps steer MISA with his brother and CEO Michael Farhat. They work alongside other family members and employees who have worked for the company for over 20 years.

“I work closely with the design team and our amazing design director from New York. We have a great team,” Mehran said. “We strive to make clothes that are effortless.”

The brand is inspired by the Southern California lifestyle, travel, modern romanticism, design and “elevates the idea of easy dressing with fluid silhouettes that are brought to life through airy fabrics, confident prints and unique detailing,” according to the website.

Every dress, jumpsuit, knit and accessory is designed to uniquely offer an “effortless” and feminine cut and feel.

MISA’s current line flows in chiffon and is painted in a potpourri of Malibu inspired colors such as nudes, beiges, pinks and more. With MISA’s core principle being “effortless femininity,” all items are intricately handmade by a team of designers, pattern-makers and sewists.

MISA has 11 fashion drops a year and remakes the ambiance of the store design three times a year.

“We are a print and color first brand, with even making the design of the store a part of the experience,” Mehran explained. “I think it’s really important to have the space reflect where you are and have it always be updated. That connection you have to a space changes how you connect to the brand and clothing.”

Clothing and accessories from MISA are not exclusive to this flagship store but are also carried in over 300 stores globally, across 35 countries. MISA can also be found in a variety of shops including Neiman Marcus, Anthropologie, Serafina in Pasadena, Blue Eyed Girl in Brea and Pink Laundry in Villa Park.

A new addition to Palisades Village, Mehran expressed how happy they are at MISA to be in an area where many of their clientele frequent.

“I think it’s a very thoughtfully curated center, which draws upon several of our customer groups. We are extremely happy with our reception and look forward to great things,” he shared. “As an LA-made brand, it was very important that we open our first store here. It’s very meaningful to employ and give back to our home community.”

