



Sasha Dominy

Fashion Designer

Class of 2002

By Shantasia Fontes

Imagine seeing a dog wearing a kimono or yukata. Sasha Dominy designs clothing for dogs through her business, Inu Inu. She's found an original way for dog lovers to make their pets special. In addition, when you go to HIC (Hawaii Island Creations) at the Ala Moana Shopping Center most of the junior and kids clothing there has been chosen, purchased or designed for the store by Sasha. This creative Waiakea high school graduate is a fashion designer.

"My job is not only 'shopping' the surf industry," Sasha states in our interview. She has many other job tasks, such as tracking sales to determine what is selling and what isn't, conducting transfers and markdowns, changing the store's layout, creating window displays, creating new promotions, and, in addition to all of that, she is the designer and producer for the HIC Jrs. & Kids private label designs. Sasha began her career at HIC as a design intern and then later worked her way up from store supervisor/merchandiser to assistant buyer and now, women's buyer. Sasha has a bachelor's degree from the University of Hawaii at Manoa in Fashion Design & Merchandising.

I asked Sasha what she enjoyed most about her job and her answer was that she's happy that she gets to work for a company that she grew up with and has been a staple in Hawaii's surf history. "Fashion is my passion and to be able to have a career in fashion, I am truly grateful." She loves looking at the new lines and researching the upcoming trends for the seasons. She also loves traveling to the mainland for conventions and buying trips. As with any career, there are dislikes too. She says that it's a bummer when you have to figure out a way to get rid of the merchandise as fast as possible so that you don't lose money.

"This job kind of chose me," is what Sasha said when I asked her why she choose her career. In Hawaii, there are not many design jobs so she ended up in the merchandising/buying field instead. Her dream one day is

to design for either her own personal brand or a major brand on the mainland. Sasha's passion continues to be fashion, especially wedding dresses and prom dresses. She flips through bridal magazines over and over, studying all of the details and trying to come up with her own ideas and designs.

When I asked Sasha what memories she had about WHS, she replied "Too many. Great friends, great events, and great experiences." Sasha graduated in 2002, then attended the University of Manoa and majored in their Fashion Design & Merchandising program. She also did a semester abroad at a fashion school called Lorenzo De Medici in Florence, Italy, completed an internship at HIC, and participates in as many fashion shows and side projects as she can schedule.

Sasha Dominy is a person to look up to. Her hard work is proof of accomplishing your dreams through hard work and dedication.

