



EvenOdd Creative is a small lifestyle design partnership based in Rochester, NY; specializing in creating one of a kind, handmade fashion accessories constructed largely from found and recycled materials.

Eliza Sullivan has been involved in the graphic design industry since her first corporate design job at the age of 16. She quickly found that working in such a structured, traditional environment wasn't for her. At 21 she left her job and began freelancing. For the next 8 years she worked as a web and print designer for various clients. Today she splits her time between managing EOC and working as a Creative Director for a marketing agency based in Rochester.

Ashley Cellura comes from a similar creative background. She started a custom clothing design business after graduating high school, where she was able to unleash her artistic talents on reconstructing clothing and accessories, but her true passions lay in creation. She applied and was ultimately accepted to the Fashion Institute of Technology to beef up her sewing and construction skills. Ashley also holds a Bachelors degree in Business Administration with a concentration in Marketing and currently balances EOC work with her Creative Director position at a medical supply company in Rochester.

The seeds of what would become EvenOdd were planted in the summer of 2008 when partners Ashley and Liza began discussing a possible fusion of their artistic styles and the shared dream of making a living off of their passion for design. Liza excelled at clean, modern design, while Ashley loved creating abstract freestyle art. The combination of the two different perspectives was truly unique. The project was immediately put on hold in order for Ashley to complete her schooling in accessory design at FIT. Planning resumed once Ashley returned home in the spring of 2009. The pair began to work out of their tiny studio apartment in Corn Hill. The summer was quickly filled with experimentation and procuring the necessary equipment in order to start production.



Partners Eliza & Ashley with their Sydney Bags



The First Kinney Messenger Bag

It wasn't until this point in time that inspiration struck regarding the direction the two wanted to pursue. They had always planned on being environmentally friendly, but didn't entertain the notion of using non-traditional, recycled materials. The recycling aspect came when they began to prototype the first bag design. They needed durable, cheap material, and quickly found that Rochester had an endless supply of vinyl banners and bike inner tubes that usually go directly to landfills. The biggest challenge was getting connections with local businesses who typically throw those materials away. Once those recycling partnerships were in place, EOC's purpose was solidified: to create a good-looking, trendy accessory line out of green materials. The unexpected bonus became apparent: every single item would be unique, since the raw material was always changing.

Soon after work started in their apartment, Ashley and Liza realized more space was needed to continue with their growing venture. The business was again put on the back burner in order to find and purchase a house, which would also serve as a work studio. Production started in earnest in December of 2009. Each product is now handmade in their home studio located in Rochester's Neighborhood of the Arts.

The plan doesn't stop at accessories. Eventually, EOC will add custom clothing, photography and fine art to the mix. Not all endeavors will use recycled material, but EOC will strive to use the most eco friendly/fair trade methods in all forms of art that they pursue.