

# ERIN CONDREN



Erin Condren is the founder and chief style officer at Erin Condren Design, LLC., which has headquarters in Los Angeles, California, and Austin, Texas. Erin Condren Design is a lifestyle brand whose motto is to make life not just about scheduling each day but celebrating each day! They strive to spread this idea through the creation of inspirational and organizational products that make life just a bit more fun. From their signature LifePlanner™ to stationery, stickers, and everything in between, there's truly something for everyone. This celebratory outlook extends to the company's Los Angeles office, where Erin has worked to develop a truly inspiring, and creative environment.







Eclectic, trendy, spontaneous, driven, and passionate — these are just some of the ways I have been described. I have always been creative and have traveled many entrepreneurial paths. In college, I created a line of jewelry that I sold on sorority row to help pay for my tuition to study abroad. After college, I painted pottery that I sold at local art fairs. Having creative outlets that were also lucrative was a dream come true! I have always admired major design “empires” and dreamed of someday having my own.

I didn't have the confidence in college to major in design. It wasn't until I graduated from UCLA that I enrolled in creative courses through the UCLA Extension program, which I took at night or on weekends. I eventually built a career in the apparel industry, which truly fueled my interest to put my creative skills to work.

Back in 2005, I found myself a stay-at-home mom with a fluctuating sleep schedule and cabin fever. Fueled by endless coffee and a strong background in the fashion industry, I designed a line of holiday cards and stationery that I started showing at home shopping parties. What has transpired since then is truly amazing. I started this company out of my children's playroom, writing a personal thank you note to each customer and packing every box myself. Since then, ErinCondren.com has evolved into a dynamic company that ships thousands of happy packages across the world. We print our bold designs and fun color combos on LifePlanners™, notebooks, stationery, canvases, acrylics, and so much more. In October 2015 we celebrated 10 years of organizational inspiration.



I must mention Al Marco, my business partner. Al is the owner of Marco Fine Arts, which made a mark in the art world by publishing the works of master painter John Asaro. He built a strong reputation and was nationally known as a leader in fine art serigraphy printing, and he eventually forayed into the fine art market. Through a mutual friend, the two of us connected and quickly developed a business plan to work together. We constantly energize and inspire each other, and since Erin Condren Design, LLC. and Marco Fine Arts joined together, we've been moving in such a positive direction. It's exciting to see what will come next! ➤





I find inspiration everywhere but most often from the world of fashion and home interiors. I've always been fascinated by fashion, but now that I'm going through a home remodel, I'm finding that tiles and upholstery are my latest obsessions and sources of inspiration. My 15-year-old daughter also has a hand in all this. She has great style and her finger on the pulse of new trends that have inspired many LifePlanner cover designs.

The Erin Condren community is also so inspiring! I'm constantly impressed with how our customers use the products, and that fuels us to be creative and reinvent. I'm also inspired by window-shopping, tearing pages from home interiors magazines, and, of course, by Pinterest. I always get a jolt of inspiration when I check in on our social media channels to see how members are using our products and styling their lives around our designs.



**“GO CONFIDENTLY IN THE DIRECTION OF YOUR DREAMS. LIVE THE LIFE YOU’VE IMAGINED.”**

**— HENRY DAVID THOREAU**



I like our office to reflect the style and design of our products — colorful and fun! When you walk in the front lobby, you'll see our reception whimsically wallpapered with our latest and greatest design. “EC” marquee lights illuminate chairs upholstered with the same design, and an acrylic box filled with all kinds of candy sits at our reception for a sweet treat whenever someone walks in or out. The downstairs houses the production team in a large warehouse space separated by amazing beaded curtains for a fun, functional twist for keeping each step of the book-assembly process in its place. Our restrooms are painted in my favorite color — turquoise! Upstairs, the marketing and design teams sit in an open-air collaborative space with desks decked out with every employee's favorite Erin Condren desk supplies. Finally, my office is an ode to family. I've got pictures everywhere — in acrylic blocks, on canvas, you name it. Oh, and Audrey Hepburn blowing bubblegum sits proudly behind my desk to remind me not to take life too seriously! ➤





**I HAVE MANY JOURNALS IN USE AT ONE TIME: ONE FOR NOTES DURING DAILY MEETINGS AT WORK, ANOTHER FOR SILLY THINGS MY KIDS SAY THAT I DON'T WANT TO FORGET, AND OTHERS. MY "DREAM" JOURNAL IS CURRENTLY A DOT GRID FORMAT FILLED WITH SKETCHES AND OTHER DESIGN INSPIRATIONS.**

The atmosphere of our office matches the decor — lighthearted and inspiring! Our office is always buzzing with creativity, and it gives me great pride to see that my staff truly does enjoy coming to work every day. When we are up against a serious deadline or approaching a big launch, it can get a bit hectic, but the atmosphere is always one of positivity, which makes it a fun place to be, even when we're working long hours!

I'm incredibly proud of how the business has grown and the team who continually contribute to its success; some have been with me for years and others are newly onboard. It's an honor to work with the most talented, smart, driven, and dedicated group of people, and it is so validating to see that our hard work can simplify, "stylize," and organize the lives of so many.

Anything is possible. I followed my dream and now I get to live the reality of what I created. I promise to do my best to create new designs and products that will make lives about more than scheduling each day but rather celebrating each day! It's truly remarkable to look back and see what a one-woman operation originating in my children's playroom has the potential to become. Anyone with a dream, a vision, and a goal can make this a reality, and I encourage everyone to do what they love and do it often ... and the rest will come!

WHERE WOMEN CREATE would like to thank Erin Condren for her involvement in our winter issue. To learn more, visit [erincondren.com](http://erincondren.com), Instagram (@erincondren), and Facebook (Erin Condren Design).

Photography by Sunday Hendrickson. Learn more in *Traveling Companions* on page 134.

