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## Biography

De\*Nada is an emerging accessories line, specializing in handmade knits for women and men. De\*Nada is currently sold at select retailers throughout the U.S. and around the world.

De\*Nada is the vision of its founder, Virginia Blanca Arrisueño, who in spring 2005 sought to blend contemporary styles with ethnic elements to offer stylish yet high-quality merchandise. Inspired by the culture and the traditions of her Peruvian heritage, Arrisueño continually works alongside skilled artisans in Perú to create De\*Nada's growing collection.

Arrisueño was born in Morristown, NJ in the early 80s. A daughter of Peruvian immigrants and the youngest of her four siblings, Arrisueño frequently cites her Latin upbringing and family's entrepreneurial success in the U.S. as igniting her artistic and business pursuits. In particular, she recalls her father's fondness for travel and the arts and her mother's impeccable sense of style as personal inspirations.

Arrisueño received her BFA at the University of Maryland, where she focused almost exclusively on fiber art. Her creative talent and technical skills were duly recognized through several awards including the Sadat Art for Peace Award, delivered by Nelson Mandela, and first prize in Viridian Artists, Inc National Competition juried by Robert Rosenblum, curator at the Guggenheim Museum in NYC. Arrisueño also interned at the DC's Hirshhorn Museum and Numark Gallery, and Vertigo Gallery in London.

She put her business savvy and artistic aptitude to work and established De\*Nada (which commonly means "you're welcome," in Spanish), initially selling handbags and t-shirts. Over the years, the De\*Nada collection has grown to include knit accessories such as scarves, gloves and hats.

Arrisueño currently lives in Washington, DC with her best friend and husband, artist Kelly Towles, and their two dogs Mia and Kobi.