

Nancy Traugott *hand and heart fashion*

Nancy Traugott never stops smiling. She loves her life in Santa Fe. “I fell in love with Santa Fe’s intimacy the first time we came here,” she says, smiling. That intimacy, plus Traugott’s creativity, led to a luxe spin on City Different fashion with homefrocks, her signature hand-tailored clothing line and shop on Old Santa Fe Trail. Designing skirts and vests using silk, cotton, and wool with an eye to flow and feel is her trademark. Sewn to her personal specs, the garments take shape in studios in San Francisco and Albuquerque. Traugott, designing since age 13, and husband Philip, then hand-dye the garments. Unique to their approach, they use both commercial fabric-reactive and home-brewed botanical (acacia bark, black walnuts, logwood) dyes. “I like having things made in our country in small batches,” Nancy says. She adds that her successful business “could only happen in Santa Fe, where there is a good customer base for what we do.”—Kate McGraw

