

Tara Lynn Scheidet

Tara Lynn



Sutton, Vermont

Story

Tara Lynn Scheidet runs her own brand, Tara Lynn, out of her Sutton, Vermont home. Her brand is based around custom, eco-friendly hemp clothing with a focus on bridal wear. She grew up on Long Island, NY and attended New York City's Fashion Institute of Technology into the early 2000s. Tara's interest in environmental issues inspired her to incorporate her passion into her work, which was challenging she says because sustainable fashion wasn't trendy at that time. She found a business in hemp that changed her career path. Tara moved to Vermont after college to start her business. She fell in love with the state after seeing the political puppet theater, Bread and Puppet Theatre, as a child. Her dream to make environmentally friendly clothing became a reality and her relationship with the VCN began. She received a grant from the Vermont Arts Council for marketing her art that helped her business through the preliminary stages. Tara started with hemp jackets and has since then expanded to formal wear. She describes her job titles as designer, pattern maker, seamstress, tailor, marketing director, photographer, and content manager of her brand. Tara makes the experience for her clients completely custom, personal and collaborative for an audience that wants to be eco-friendly and original. Clients find her online from all over the globe, but many of them are local around Vermont.

Community

Tara feels connected to the artists in Vermont as well as the state's small bridal industry and the female-owned business community. The support from small business groups, such as Vermont Arts Council, Northeastern Vermont Development Association, Vermont Small Business Development Center, and the Northern Community Investment Corporation. Moving to Vermont was not a business decision for her, but the place she knew she would be happiest. In her industry, the seclusion of Vermont has not made it easy to sustain her clothing business, and yet the seclusion is also the reason she loves it so much. The beautiful location inspires her creations.

Right Now

With many weddings canceled or postponed, the next six months pose a challenge for a wedding seamstress. Because Tara's studio is her home, it has been closed to visitors and will continue to be until it is safe for private fittings to resume. During this time, she has still been busy with orders in progress and working on her embroidery. Tara is now focusing on making wearable art jackets with eco-friendly materials that she's calling "Earth Bitch Jackets," which are dedicated to endangered species and will be featured on her Instagram and sold on earthbitch.com. Tara is even looking to expand her workforce. She is in desperate need of a couture seamstress/tailor so that she can further expand on her skills.



Photo credit: Tara Lynn Scheidet

Final Words

Tara enjoys Vermont's large and vibrant artist community. Even though it has been harder to own and facilitate her business here in Vermont, she does not regret a thing. There are many positives for her to be here. The proximity to Montreal, Boston, and NYC while still living and building her business in the middle of nowhere was the life she wanted. She feels as though she was naturally drawn to Vermont and enjoys when others are, too.

Written & edited by Korey Ward

“Something new and exciting
is happening to my work.”

<https://taralynnbridal.com>