

Katy sisters Kaygan and Kailey Tissue pursue their dream of launching a fashion brand, KISSUE

# Passion for Fashion



Katy sisters Kailey and Kaygan Tissue are working to turn their love of style into a thriving fashion brand

*Written by Kirsten Cornell | Photography by See What Develops*

During her years growing up in Katy and as a Cinco Ranch High School Cougar, Kaygan Tissue showed a true entrepreneurial spirit. “I would always sell items I hand-made to friends and family members,” she laughs. “I started to develop my interest in the fashion industry and set my goal for becoming a fashion designer.”

Her older sister Kailey had visions of one day being an Olympic gymnast. “I started gymnastics at a young age and reached the highest level in the sport, International Elite,” says Kailey. “I went on to compete at the collegiate level at the University of Florida on a full-tuition scholarship.”

In the end, their love for fashion proved to be their driving force. The sisters partnered their unique styles, and merged their names, to form their fashion brand KISSUE.

### Dreams Come True

In 2012, Kailey headed to New York City where she earned the chance to work for several well-known designers such as Vivienne Tam and rag & bone. The fashion industry is notoriously competitive, so throwing herself into the heart of it with limited experience was a challenge. Still, the lessons learned were well worth it. “The people I was able to meet and learn from while I was there is something I will never forget and forever be thankful for,” she says. “I made sure to do whatever I had to do to learn as much as possible and take full advantage of every opportunity I was blessed with.”

Kaygan soon followed in her older sister’s footsteps interning at the Vivienne Tam fashion show. “I was able to see the final preparations and design modifications to the runway garments before heading to Lincoln Center,” Kaygan recalls. “It was a surreal experience, and I gained a ton of information from being able to be right there in the middle of all the action.”

It was here, in one of the four fashion capitals of the world, that all of their hard work and dedication culminated into a dream fulfilled. Kaygan was in New York City visiting her sister when their online boutique went live. “When we realized that people everywhere could see it and shop our products, we started jumping up and down with excitement that we had actually made this dream of ours come true,” laughs Kailey.

“All the hard work we put in, the detail we had to put forth to finish the site had been completed, and one of our life-long goals turned into reality,” says Kaygan. “I knew from then on Kailey and I were capable of conquering our goals.” Kailey adds, “It was an amazing moment that we both will remember for the rest of our lives.”

### A Family Affair

Exploring styles and different looks is nothing new for these Katy sisters. “Growing up, our mom would always dress us up in the best outfits for school,” Kailey recalls. “Some of our fondest memories were the shopping trips we would take with her and our older sister Kelsey.”

Lima-a-Rita  
Sheath Dress  
\$46

Stripe It Up Dress  
\$65



Bowery Coat  
\$106



Rough Rider Pant  
\$62.50



Fashion design is genetic for the Tissues. They wore many dresses designed and handcrafted by their grandmother as well as detailed “special occasion” outfits. “As we grew older, we knew we wanted to have a career in fashion and share our ideas and aesthetic with others through our designs,” adds Kaygan.

**“It was an amazing moment that we both will remember for the rest of our lives.”**  
 - Kailey Tissue

With their vision clear, the sisters began developing their plans to found their own company. “Our family has backed us 100% and encouraged us every step of the way as we’ve ventured down this path and continue to pursue our dreams,” says Kailey.

Their mother, Bridget Tissue, built a well-known dental practice in the Katy area from the ground up. Her business knowledge, input, and support have proved an invaluable resource. Their dad Mike has also assisted the girls when it came to managerial decisions and running their own business. “Both of our parents have been nothing but supportive towards our goals since we were kids,” says Kailey. “We owe them everything and would not be where we are today without their endless love and support,” adds Kaygan.

Kailey and Kaygan also credit their close circle of friends who have believed in them since KISSUE’s inception. “They give us a boost of confidence when it’s needed and are there to celebrate the little successes along the way,” Kailey says.

**Fostering Fashionistas**

Partnering together in business has proved the perfect combination. “We both knew we wanted to create a fashion brand together. And it never once crossed our mind to do it individually or with anyone else,” says Kailey. “We both have different personal styles but we trust each



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other's instincts when it comes to new ideas and decisions that need to be made," adds Kaygan. "We rely on one another for support and encouragement."

Inspired by everything from art to architecture, the sisters love designs that push the boundaries and create a fantasy that can be interpreted and individualized. "We want people to shop our clothes and get excited about the pieces that they purchase," Kailey says.

"We want our love for fashion to come out through our items and our brand," adds Kaygan. "We have plans to continue to grow our business and are extremely excited about the future of KISSUE."

The KISSUE fashion brand was created with the vision of bringing fashion-forward and modern clothing to women everywhere. Kailey and Kaygan spend ample time learning and researching the newest fashion trends and what pieces consumers respond to best. Smiling, Kailey says, "We want our pieces to bring out the confidence in our customers that we know they have." **KM**



*KIRSTEN CORNELL is the lead associate editor for Katy Magazine and can't wait to own her first piece of the KISSUE brand.*

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## Kaygan Tissue

**Age:** 21

**College:** Texas Christian University

**Nickname:** Kegs

**Fave color to wear:** No doubt, black

**Fave lip color:** Hot pink or orange

**Most prized fashion possession:**

My Alexander McQueen gold clasp with skeleton heads on it.

**Fashion advice:** Less is more.

**Fave accessory:** The biggest necklace I can find.

**Fave quote:** "Fashions fade, style is eternal." - Yves Saint-Laurent



## Kailey Tissue

**Age:** 23

**College:** University of Florida

**Nickname:** Kai

**Fave color to wear:** Black

**Fave lip color:** A bold red

**Most prized fashion possession:** My limited-edition Chanel Boy bag. It was love at first sight.

**Fashion advice:** Clean basics with a statement piece.

**Fave accessory:** An over-the-top statement necklace.

**Fave quote:** "Style is a way to say who you are without having to speak." - Rachel Zoe



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