



## Fashion Statement

by Larry Jewett

**When you own a pink Saleen, getting attention is seldom an issue. The car, known as "Molly Pop," is the ride of choice of one Molly Saleen, daughter of automotive icon Steve Saleen.**

Her heart-stopping ride, seen in 2008 at the Fabulous Fords Forever show and other Southern California adventures, is only a small insight into this young lady. While the automotive world is one of her passions, there's yet another that is gaining momentum.

"I've always had a passion for fashion,"

she said, drawing on her experience watching shoppers when she managed a facility in Irvine, California. "It's why I decided to do a women's clothing line. It's inspired by racing."

Racing is another of those pursuits that Molly does well. She competed in the 2007 Cannonball Run, a cross-country contest that stretched from Miami to Los Angeles. She has competed in road racing and has aspirations of moving up the racing ladder if the

right opportunity would come along.

"I've been around racing all my life," she said. "I used to follow my dad around and I'd take tire pressures. I grew up with that passion for racing in my life."

Her clothing line was set to debut in late summer 2008, blending some of that racing passion, kind of a "fast fashion," if you will. The clothing is being designed for women age 16 to 35. You can expect it to focus on casual items and accessories with the prospect of expanding into areas such as logowear as time goes along.

The road to bringing the apparel to market can be as challenging as a 90-degree lefthand turn downhill on a wet, slick track. "This hasn't been easy," said Molly of putting together the new venture. "It has taken about two times the time and twice the money. It's a little more difficult than we expected."

Of course, the effort can yield great reward as well. Molly has the backing of her family. "My dad has been behind me from the beginning. My mom is all excited and can't wait. My friends, they're excited. Some are asking if they can get free clothes."

The clothing line will be available in retail at the SMS headquarters, which will showcase Steve Saleen's newest cars that draw on his 25 years of automotive experience. In the future, plans include a separate website for the clothing line as more product becomes available. ■



(COURTESY OF BILEEN KOCH & CO.)

**Molly Saleen adds her own fashion designs to an extensive resume.**

