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Atwyld, an L.A.-based brand of stylish and functional motorcycle gear for women, is the brainchild and passion project of some of the moto-community's biggest names: Anya Violet, Jaime Dempsey, and Corinne Lan Franco.

In preparation for my interview with Anya, Jamie, and Corinne, I scoured their website and social media, and was immediately struck by their brand's otherworldly vibe. Decked in head-to-toe onyx, sporting metallic helmets with blacked-out visors, they looked almost extraterrestrial as they stood together in the desert, looking heavenward; a collective group of voyagers prepared to ride into the void.

The celestial theme runs throughout the entirety of the Atwyld brand; when I asked what fascinates them creatively and inspires their designs, their response wasn't altogether surprising. They quieted, seemingly out of reverence, and revealed one of their illustrious muses: *the universe*.

It's only logical that those with a passion for voyaging, like Anya, Jaime, and Corinne, would be innately inspired by the universe. For the longest time, stars were a traveler's only guide. One constellation is considered the most dependable: Orion's belt. The three stars that form Orion's belt have been known by many names. One moniker, however, has stood the test of time: the Three Sisters. They travel in unison, one never leaving the others' momentum or trajectory. They were born, and will forever remain, together.

Likewise, the three founders of Atwyld move together. Each has their own unique skills, talents, and personalities – but, more importantly, they have something stronger which binds them together: a passion for moto. And though they all possess a shared, almost singular enthusiasm for riding (which is what brought them together), it was a synchronized moment of clarity that would be the push they needed to finally make Atwyld a reality.

Recalling that eureka moment specifically, Corinne reminisced, "It was [during] a specific ride up Angeles Crest that the thought of creating a moto gear line for women happened. It was during a time where I rode with Anya and Jaime lots and lots, and none of us had proper moto safety gear, because there was a massive void in the market for us moto gals!" [continued on page 58]



The trio would soon recognize that they had everything necessary to fill the void. “When the three of us got together, I realized that the idea of creating a line for the new generation of female riders, like ourselves, could actually become a reality. I don’t think I would have ever dared to attempt it without having such a great team come together. It just felt right!”

Anya agreed, “There was a huge gap in the market when it comes to women’s riding apparel that is stylish and functional, on and off the bike. We possess the skills to make it happen, so why not?”

Throughout our phone interview, they were emanating a passionate, positive vibe. I could sense their nonverbal glances and cues, even without seeing their faces. Their energy seems to stem from their kinetic friendship, and keeps them moving forward together. If there’s a crowd, these women definitely haven’t gotten the memo.

I was curious as to whether mixing friendship with business was ever a tricky endeavor. Each woman had her own take on the matter, but Corinne described an allegiance to Atwyld’s success: “I think, collectively, we all understand that we need to do right by Atwyld. Even if some decisions or critiques may hurt a little, it’s part of the

collaboration process, and the true adventure of creating an epic brand.”

And create an epic brand they did. “‘Atwyld’ is actually a word that we made up,” Anya explained, “that represents that single moment between fear and thrill, when you are riding on the absolute edge of your comfort zone, and your adrenaline is pumping.”

With quality materials like DuPont™ Kevlar® and cowhide leather, as well as attention to every moto-specific detail, like reinforced seams for impact protection, removable armor, diamond stitch quilting, and panels meant to block wind and wick moisture, there’s no doubt that the Atwyld collection was truly created by women who ride, for women who ride. As Anya put it, “We believe in quality, style, comfort and, of course, function.”

Like the sister stars that create Orion’s belt, Anya, Jaime, and Corinne are three separate shining stars that form one complete narrative. Individually, they’re beautiful and bright, but together, they are a constellation, and their story becomes direction for their fellow (sister) travelers. 🍷

You can find Atwyld’s next Pop-Up Shop, check out their upcoming events, or shop their collection online at www.atwyld.com

