



DZYN UR LYF....

*"If you have anything really valuable to contribute to the world it will come through the expression of your own personality, that single spark of divinity that sets you off and makes you different from every other living creature"*  
Bruce Barton

Elizabeth Ribons was raised in Southern California, the youngest of four children in a home where creativity and resourcefulness was encouraged. As early as 8th grade, she set herself apart by creating one-of-kind jewelry, purses, clothing, and even sunglasses. Ribons would wear her designs at school and soon classmates were wanting the same and were placing their orders. Elizabeth paid attention to her "first clients" and saw the inevitable, a career in design was blooming.

As an adult, she not surprisingly went on to design clothing for ready to wear, owned her own clothing company and worked in costume design for television and movies. She segued into designing interiors and spent 12 years designing exciting projects for clients like producer David E. Kelley ("Ally McBeal") and other show biz executives. Her work was rewarding and her career continued to evolve as she realized the importance of creating her own unique style and life path. She was often asked about her career and to share her experiences. There always seemed to be a "budding designer" in the group and that was when she became inspired to write her first book, *Eye 4 dzyn Fashion*. She saw a need for a straight forward, highly visual exploration of what it takes to design clothing – whether professionally or personally. After speaking to so many people, young and old...She realized that there is value in empowering others to create their own style and life path. She sought to inspire teens to young adults to find their unique self and build their life, their way.

"Both teens and young adults realize the importance of putting their own individual thumbprint on the world. It's a wonderful time to start utilizing strengths and abilities to set oneself apart through creating," she says.

Elizabeth has launched an e-zine that explores careers and promotes creativity through an intrinsic sense of self. Her "**Dzyn Ur Lyf**" section brings "real life" careers and experiences to her audience, showing what it takes to pursue careers that have caught their attention and enlighten them about careers they may never of known about. Her "**dzyn Mash-up**" section and book series provide ideas on repurposing old items into useful designs. She invites her audience's interaction through Dzyn Ur Lyf, features photos of "Mash-ups" they are working on, eye-catches, "dzyn ur space" ideas, interesting items to shop for, topics and more.

Today, as a mother of two teenagers, (a boy and girl), Ribons has a first-hand understanding of how Gen Y's require both inspiration and creative control in designing their own lives. A professional member of the American Society of Interior Designers (ASID) and The California Interior Designers (CID), Ribons is targeting Gen-Y youth and young adults (ages 15-26) with *Elizabeth Ribons' Eye 4 dzyn*. Elizabeth advises Gen Y's to envision and create their life and style at a time when media, mass marketing and technology can sometimes detract from original creative thought.

Ribons's "dzyn Mash-up" inspires teens and young adults to redesign their outer appearance and surroundings encouraging them to take repurposing beyond the surface—to take the world around them and transform it into something that communicates who they are, then share it. After all, the world enjoys a fresh perspective.

"Use what is around you and the ideas within yourself to re-create something completely fresh and make it all your own," says Ribons. ".Be it style, career, home or life."

"The newest thing is not always the best. In this economy, we all need to be more self-reliant and consume less. Additionally, there is a sense of accomplishment with creating your own design – however simple or complex., Elizabeth Ribons' Eye 4 Dzyn promotes creativity, and applauds authenticity.

".....It's about **YOU** creating **YOU**." is Elizabeth's company motto and the new direction for Generation Y and youth combined.

To learn more about Elizabeth Ribons, please visit: [www.elizabethribons.com](http://www.elizabethribons.com) or contact her at the email or phone number below.