

Not Your Average Wildflower

David Jon Acosta, has a true passion and appreciation for expression through art. Carefree, young and loving life, he doesn't define his art through purpose and let's his intuition and his own fancy innovate his fashion line- Gold Saturn.

Named after his first car, Gold Saturn, David Jon made sure to build and personalize his company close to home and his heart.

A reflection of the fun, valuable, and youthful times of the past and those to come in the future. "I named it after my first car because during high school my friends and I had the best times in 'Gold Saturn'. Not the most luxurious car, but hey, we had great times," answered David Jon when asked about the origin of his brands name.

David Jon, an art student growing up, created Gold Saturn from a hobby he enjoyed while bored at work. His boredom anecdote, doodling skills and knowledge of Photoshop brought his designs to a caliber attracting consumer demand. Little did he know that his future would be as bright as it has become. While working at an Architectural Firm, managing the company website, he adapted the habit of doodling on the side to kill the long hours of a 9 to 5. One day, he decided, to transfer his Photoshop illustrations onto his American Apparel tee's. Soon enough, he noticed the acknowledgements his designs were bringing and decided to start up his small business as a vendor to local boutiques. Next thing you know, his shirts were sold out. "After that happened, I thought to myself, this is serious!" added David Jon.



Photos: Karla Garcia

When asked to explain his journey while creating Gold Saturn, he replied:

"It was not a yellow brick road, there were a lot of struggles and let downs. There were plenty of mistakes, but everyone needs to make those mistakes to become a better individual. Being a young, successful person, everyone tries to take advantage of you, especially when it comes to money, which I have had to learn through past experiences. Although, I'm learning to not be as gullible and naïve as before, mistakes will happen and it's a learning process and I wouldn't have it any other way. Still needing to work for a living, I created Gold Saturn on the side. It has been a very slow growth for me, but I was focused on those 4 designs that grew into 6, then 8 and then headpieces and now dresses, and after a year of designing the line, there was the random blog post on www.fashionista.com. I was receiving calls from all these boutiques wanting to carry the line left to right. It got to the point where I had to give 100% of myself to the company, and that's when you have to believe in yourself the most. I never think twice, not when I design, nor when I decided to take on Gold Saturn full time."

David Jon has let fate fall into place and has led himself to creating a fashion line that is comfortable, modern and trendy. He's very ambiguous with his designs to allow his customer to create their own perception of the design. "When designing, I always think what I would want and what I would buy, versus market trends and what are consumers buying. Miami, which is my hometown, definitely comes into play when designing my shirts with the fabrics, colors, etc. I'm really inspired by the French street culture, and looking to move the line towards a naughtier, but sophisticated look for this upcoming Spring/Summer 2010. I don't take my designs seriously, I don't care what people think either, I like it and that's all that matters at the end of the day," said David Jon.

Gold Saturn caters to young, funky, outgoing individuals that don't have a care for others opinion in fashion and just wants to be comfortable in their clothes while still looking bad ass without really trying too hard.