

W!ld Moon Boutique™ & W!ld Moon Leather Designs™



Sally Moon is the designer, owner, and woman behind W!ld Moon Boutique™—Where the W!ld WoMan Shops!—located in the Patio Market in Old Town Albuquerque. The W!ld Moon Leather Designs™ sits directly across the patio from where her Wearable Art Collections are created and showcased.

How does one grow up in one of the roughest cities (Compton, CA), climb the corporate ladder from the lowest clerical position to middle management without a degree, and become an artist and entrepreneur? “Easy ... just do it.” Moon relates that she never thought about her life plan, it evolved. Working 70 hour weeks is not uncommon for her, nor is working months on end without a day off. When she is passionate about something, nothing stops her. How can she keep this pace? Sally shares her secret: She has meditated every day for the last 35 years. This is where she gets inspiration, insights, answers and stays in balance.

After an early retirement, Moon went on a spiritual journey and practiced Native American ways. Sally was taught how to make her first leather bag for her sacred pipe in 1995. It was a talent that exploded from within her, as if she had rekindled knowledge from her DNA. Shortly after making her first bag, she went on a vision quest: For four days in nature without food or water, she prayed for a vision. Here she saw herself in a boutique, fitting a woman in a beautiful leather outfit. Her “vision” is now a reality.

Moon has deep family roots in New Mexico, so it was a natural for her to move here in 1995. For 14 years, Moon created custom leather designs out of her home, but space for all the leather hides and her new



passion for textiles became a challenge. Her solution? Moon did what any prudent person would do in a downturn economy: Open a shop, she jests. In September 2009, she opened the W!ld Moon Boutique™ and moved her custom leather design studio to the larger back room.

During a flight back from her bi-annual journey to Peru in March 2012, she had a vision that would ultimately be called the Xochitl™ Wearable Art Collection. Xochitl means flower in the Aztec/Nahuatl language. The collection uses hand-embroidered flowers from traditional huipiles (blouses) from Oaxaca, Mexico. Frida Kahlo, the famous Mexican artist, often dressed in this traditional attire.

Moon acquired the space across the patio and transformed it into W!ld Moon Leather Designs™ Design House and Showroom to create the Xochitl™ Wearable Art Collection. Xochitl™ is beautifully displayed as a bouquet of color. Each piece is signed and numbered. It is truly wearable art.

Moon specializes in making leather apparel and bags to her clients' specifications—leather couture. Her wearable art collections are an expression of her personal visions. For example, from the Xochitl™ Collection, the “Finale”—a white deerskin shawl with 18” fringe, hand-embroidered and beaded flowers, is a stunning piece she envisioned early on. A customer saw

it and ordered a version without flowers in blue deerskin. The Collection's pieces inspire people to commission their own custom designed leather pieces, made to preference and lifestyle.

Sally's advice to artist and entrepreneurs: Create what you have a passion for, not what you “think” will sell.

Xochitl™ and Pure Tribalist™ Wearable Art Collections are on exhibit now. Pure Tribalist™ is growing and evolving and changing seasons. Moon invites you to visit the Pure Tribalist™ Wearable Art Collection with an openness to be transported to another world—a surreal, enigmatic, tribal world—captivating your imagination. Appointments are suggested, or you can take your chances that someone at the W!ld Moon Boutique™ will be able to take you to see it.

The W!ld Moon Boutique™ carries apparel, boots, jewelry and accessories for women. Most items are natural fibers, hand-woven, handcrafted and come from around the world. You will find XS to 5X in the shop. Moon gives her clients tips on how to look their very best—how to use “illusion” to camouflage the “scale of time.” She offers, “Dress Me Up PlayTime™” by appointment and impromptu.

Sally Moon is the President of the Old Town Merchants Association (OTMA) and a member of the Business Women of Valencia



County (BWVC). She is a danzante, with Kapulli Ehecatl, (Community of the Wind) Aztec Dance group.

Moon practices a Peruvian Shamanic tradition called the Munay-Ki, which translates to Pure Love or Absolute Love. She leads monthly Full Moon Ceremonies as well as Equinox (March 22, 6:30 PM) and Solstice Ceremonies at her shop. She is taking a group to Peru, November 2014. For information and to RSVP for events, go to WildMoonBoutique.com. You will also find a 360° virtual tour of both locations on the “Home” page.

Mark your calendars for the 4th Annual Frida Fiesta™ on July 19, 2014, 1pm – 4pm at the Historic Old Town Albuquerque Plaza.

Year Established
2009

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