



Meet Julie Lane Schragin. Casual clothing turned scrub designer, entrepreneur, mom of three, and the owner & creator of Ava Therese by Zavate Apparel.

While Ava Therese is the new kid on the scrubs block, Schragin is no newcomer to the apparel and scrub scene. She began her career in the early 90's designing ready to wear fashion clothing that made women look and feel good about themselves long before she ever thought about turning her talents towards scrubs. Designing scrubs was never an intended career path, but an opportunity came her way in 2009 and she has never looked back. "There wasn't much of a fashion influence on scrubs back then, so it turned out there was a lot of room to change and freshen things up in the industry". Twelve years later she is still designing scrubs and loving it.

In 2015 Schragin was diagnosed with breast cancer. She underwent many surgeries, chemotherapy & radiation treatments. Schragin was essentially "living in the hospital...". Although she always keeps the needs of medical professionals in mind while designing, this time in recovery gave her a new look into their daily lives and a deeper respect for the people she designs for. "They really are heroes who take the time to get to know you and your personal story." Flash forward five years after her recovery and she decided to create her own company and start the new line.

Schragin paid close attention to every detail when designing Ava Therese. "I wanted to make something that someone else had not done before" – a difficult feat when designing within the requirements of medical uniforms. The Synergy 4-Way stretch fabric that you will instantly fall in love with "took us seven months to perfect." And perfect it, she did! It's just the right amount of stretch and softness to be super comfy without being too thin, too heavy, or too shiny. It's durable enough to encounter the messes of the job and be washed repeatedly with no color fading or breakdown. Attention to detail didn't stop at the fabric. The line is size inclusive ranging from petite to plus sizes. "It's important to me that everyone looks great when they wear them. Every girl regardless of size deserves well fitted clothing. Sometimes when the sizes get larger the tailoring gets sloppy and becomes unflattering; we did lots of fit tests to make sure that every size has the same flattering shape regardless of the amount of fabric."

It took some time for Schragin to develop Ava Therese, but she wanted to design something special for the brick-and-mortar stores. "The stores needed something that is cute, well priced, and would sell! Schragin plans on adding additional colors & styles to Ava Therese for the group business. "It has been a lot of fun selling this line & getting acquainted with the stores. I love hearing about their success stories when selling Ava Therese!"