

- :: Home
- :: Special Events
- :: Calendar
- :: Current Issue
- :: Interviews
- :: Film Reviews
- :: Music Reviews
- :: Style
- :: Guide to LA
- :: Restaurants
- :: Bars/Clubs
- :: Archive
- :: About us
- :: Advertising
- :: Links



by Elyse Glickman

avita



La Dolce Avita

When it comes to growing an innovative high-end clothing company, **Amanda Shi** genuinely has a green thumb. Though she can trace her aptitude for textile and clothing design back to her parents (who have run a successful knitwear business in China for decades), her three year-old company, **Avita**, puts a brand new spin on luxury wardrobe essentials. Though she did make her mark at **ABS**, **Gold Hawk**, **Tadashi** and **Churchgirl**, it was only a matter of time before she would plant the seeds for her own success --specifically one of the first eco-friendly/luxury and fashion forward lines on the market.

A major segment of Shi's Spring/Summer 2006 line is **made entirely of bamboo**. Shi has breathed new life into this natural wonder by converting its pulp into fabric that is cooler than cotton, anti-bacterial, 90% organic and as pleasing to the skin as it is to the eyes. Other Avita collections, meanwhile, have served as an excellent showcase for Shi's deft use of **cottons and recycled cashmeres**, ignited with a thoroughly modern color palate that includes tangerine, aqua, pinks and mint green. With its fine lightweight blends, Avita can be appropriately worn year-round from coast to coast.

"The line was conceived to show the many different ways you can wear cashmere," says Shi. "**People have become accustomed to only thinking of cashmere as winter wear, when actually its amazing luxury and softness easily lend it to being used in a variety of pieces that can be worn in any weather at any time of the day.** (With the addition of the bamboo collection), We are making very stylish organic pieces, and our goal is to keep adding more into the collection as advanced processing continues to refine the look and feel of the material. That being said, pieces can be worn with your favorite jeans or with other basic pieces in your wardrobe."

Shi's Avita basics include baby T's, shoulder-bearing tanks and striped hoodies, as well as casual V-neck, boat neck and crew tops. Pieces range in retail price from \$85 to \$500, with bamboo and organic cotton T's under \$150, and the cashmere items ranging from \$200 to \$500. Avita items can be found at **Fred Segal Santa Monica**, **Rebel and Scout**, and devotees include **Jennifer Love Hewitt**, **Virginia Madsen** and **Ziyi Zhang** (star of Memoirs of a Geisha).

<http://www.avitastyle.com/>

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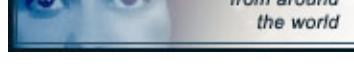
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[current issue](#)
[interviews](#)

[special events](#)
[music reviews](#)

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