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by Elyse Glickman

## via spiga

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### Great style via Via Spiga!

**Via Spiga** is one of those great, classic Italian shoe labels that's been a mainstay at better department stores and upscale shoe salons for a very long time. In recent years, however, what has set this line apart from others is their willingness to infuse every season's collection with fashion forward colors and detailing while keeping the overall collection wearable, durable and compatible with every conceivable lifestyle.

But these days, thanks in part to their strong presence in fine stores such as **Bloomingdales**, **Saks** and **Nordstrom** and their own Via Spiga boutiques (including our very own, located at **9546 Brighton Way in Beverly Hills**), the label is as synonymous with "new, hip and fresh" as any other label out there. Plus, the line has expanded exponentially to include men's shoes and accessories, sunglasses, handbags, coats and hosiery.

At the **Silver Spoons Hollywood Buffet for the 2006 Golden Globes**, amid designer jeans, juicers, candles, jewelry and celebrities taking it all in, the Via Spiga concession was arguably and justifiably one of the biggest attractions. Thanks to the impeccable taste and fashion judgment of **Harris Theophanous** and **Maggie Laver**, celebrities including **Haylie Duff**, **Jennifer Aspen**, **Lisa Edelstein**, **Christa Campbell**, **Kevin Dillon**, **Jeff Daniels**, **Eva LaRue**, **Nicole Eggert**, **Carrie Ann Inaba**, **Melissa Rivers**, **Maria Menounos** and **Alison Sweeney**, picked one of three beautiful, seasonless styles of shoe, a coordinating up-to-the-minute hobo bag and a festive animal print parka (perfect for the many personalities who headed to Sundance the following week).

For more information about Via Spiga's offerings for men and women, visit their ultra-stylish website [www.viaspiga.com](http://www.viaspiga.com)

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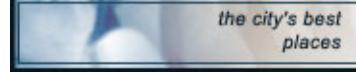
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