

by Elyse Glickman

style
pick of the week*stila***Garden of Winter Delights...**

In fashion, rules are meant to be broken... and this week, the pick of the week is no exception. While we normally devote our scouting and writing efforts to bringing you the best in all things cutting edge, up-and-coming, and not yet a household name, we are turning our attention this time to **Stila**, which has been the quintessential Hollywood success story since **Jeanine Loebell** brought these products, inventive packaging and those adorable an girly hand-drawn spokesmodels to **Nordstroms, Saks, Sephora, Barney's** and, as of late, their own flagship stores at **Beverly Center** and **South Coast Plaza**.

What keeps Stila still exciting and fresh in the public eye? According to make-up artist **Geoffrey Rodriguez** who transformed modern L.A. gals into luscious visions of Audrey Hepburn and Doris Day for the **Boutique Ooo La La** Spring '06 fashion show benefiting the historical restoration of The Beverly Hill's Women's, everything that's inside all that great packaging. "I have access to a lot of things," he says matter-of-factly, "But I come back to Stila all the time because it does the job and lets a woman's natural beauty show through. I love the look that is created by the sheer foundations, the **Convertible Color** blushes on the cheeks and the sheer lip glosses that complete the look and make the girls look as if they just stepped in from a day in the sun."

Alhtough Rodriguez was focusing on getting Boutique Ooo La La's perfect Spring look in line for next year, Stila has some gorgeous things hitting the shelves that will liven things up for winter—a seductive collection with four clear colors, two eye liners and three all over shadows in a choice of two glorious palettes. This **Chill Factor Collection** offers the **Fire Bloom** palette for warm complexions and the **Iced Plums** for cool skin tones.

Visit: www.stilacosmetics.com

This week, **2 lucky winners** will get an entire collection in a spectrum fitting their

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pick of the week

lisa tardrew



Butterfly Kiss

There are some motifs... for better or worse...that won't go away, especially when it comes to the animal kingdom. Depending on how a designer integrates the distinctive beauty of an animal, the look can either emerge as a king of the fashion jungle or something more like an endangered species. And with the enduring appeal and periodic metamorphosis of things like leopard spots, cheetah, and zebra stripes, it is not surprising that they are top attractions in the handbag world season after season.

However, leather artisan (and fellow magazine publishing stalwart) **Lisa Tardrew** has her own clearly unique idea of how to create bags that will appeal to the most discerning breed of customer. As a veteran fashion marketer and current associate publisher at New Zealand's emerging international fashion title **Lucire**, the Auckland, New Zealand-based leather artisan has her own idea about animal magnetism for her line of painstakingly crafted leather bags—the butterfly. Sure celebrities like Mariah Carey and Angelina Jolie and designers like Dolce & Gabanna, Gucci and Donatella Versace have used the motif to their advantage. But for Lisa Tardrew's customer—a woman confident enough in her own name and sense of style—the **limited edition collections of purses, wallets, clutches and travel duffels offer an alternative kind of status for anybody over logo bags and too much bling.**

"I want my customer to know she really is investing in something special for her wardrobe that will say something about who she is and her confidence in the world, and there is something about a **butterfly that is not only feminine but makes that bold statement,**" she says. "I only make a few dozen or maybe a hundred of each piece, with each item individually numbered. And once stocks are sold, a new cycle of color and variation on the patterns will begin."

Prices of Lisa's creations range from \$250 to \$1900 NZD, and currently can be ordered through www.latardrew.com. Retail inquiries for the U.S. can be made by contacting sales@latardrew.com.

style

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pick of the week

dr. martens airwair shoes



The Doctor is (still) in!

At The Book L.A., a point of pride is how we've dedicated ourselves to introducing readers to hot designers, fresh-off-the-press trends and innovative lifestyle items before they mature into household words. However, every so often, our collective fashion past comes back to haunt us. But in the case of **Dr. Martens AirWair shoes**, that is definitely a good thing. Just ask celebrities, rockers and comfort-loving fashionistas around the world, who creatively work their Docs into their lineup of designer jeans, jackets and tops and their busy, on-the-go lifestyle.

During a special Los Angeles's Fall Fashion week showcase at **Westwood's W hotel** last spring, we rediscovered Dr. Martens and saw the shoes in a whole new light—right along side Rock & Republic jeans and Purple Seven sweaters. The hefty, hearty and statement-making shoes that are at once synonymous with kids from the ska, punk, mod, grunge and goth camps from the 60s through the early 90s, never went away. **The line, instead, continues to grow and change with its customer base by offering sleeker sneaker cuts, Mary Janes, loafers with tailored uppers, and a fresh new cowboy boot design** that add to—but not replace—the work shoes and military style boots that won the hearts of so many different kind of people in the first place.

Also cool is their progressive and highly artistic web site www.drmartens.com which not only presents the entire prolific collection, but a fascinating series of vignettes on hip people who make the shoes a part of their lifestyle, an expansive history of Dr. Martens' impact on popular culture around the world and a full rundown of Dr. Martens' vision with his shoe creation dating back to its inception in 1945, when a ski accident and a need for comfortable footwear prompted him to invent a new kind of shoe with therapeutic value.

leona edmiston



She Will Frock You!

Though **Leona Edmiston** is a hot new name in the L.A. fashion scene (thanks to her new eponymous boutique on Montana Avenue in Santa Monica, as well as select pieces at **Barney's** and at **Sheila** in West Hollywood), she's a style institution in her native Australia. For nearly 20 years with partner **Peter Morrissey** (as Morrissey-Edmiston, until 1999), she defined that country's brand of sophistication and developed a loyal, home-grown following which included **Nicole Kidman**, **Kylie Minogue**, **Naomi Watts**, **Elle McPherson** and **Toni Colette**.

"As a child, I loved playing dress up in my mother's clothes, and particularly accessorizing with all of her jewelry and handbags," Edmiston recalls during a recent whirlwind trip to L.A. for **G'Day L.A. Australia Week**. "I think at that stage I had the stylist bug, but it certainly cemented my love of frocks (dresses). Also, I have always been inspired by **Audrey Hepburn** and **Jackie O** for their elegant chic, and **Jane Birkin** for her relaxed, carefree approach to throwing on eclectic pieces. Today's greatest style icons are **Nicole Kidman** and **Cate Blanchett** for their fabulous, confident and frequently daring choices."

Given that many of her fans made names for themselves in Hollywood, it was inevitable that Edmiston would surface on our shores, with her solo act down and her new modus operandi—to frock women of all ages, shapes and sizes with her seasonless collections of dresses. Not surprisingly, a new cadre of domestic "frock" stars, including **Kristin Davis**, **Bonnie Hunt** and **Sean Young**, has surfaced and it shows no sign of getting washed away any time soon.

Her focus is the dress, but not just any dress. Her fabric and silhouettes work beautifully on everybody from the most slender supermodel to an expectant mom proud of what she's got. Even better, the forgiving fabrics make them the ideal travel pieces while the interesting uses of insets, trims and color blocks draw the eyes up and down, as if to point the attention to a woman's overall beauty. Complimenting the dresses will be an equally versatile but sexy collection of sunglasses, scarves and handbags that can be worn as ladylike or as boldly as the individual wearer.

"It is hard to deny the economy of scale when there are more people in Southern California than the whole of Australia," notes Edmiston. "I think women should look and feel beautiful at any age and stage of life. Real women have curves,

and they should be celebrated. It gives me so much joy to see women feel beautiful no matter what their age or shape. By focusing on 'frocks,' I try to capture a woman's moods and the various roles we play in our lives, from career girl, to mother to lover to fabulous hostess to everything in between. The new accessories collection, meanwhile, is an extension of that signature, so our clients can embrace the look from head to toe, whether its with '**sunnies**' (eyewear), '**pins**' (hosiery), 'heels' or handbags."

www.leonaedmiston.com

This week, **1 lucky winner** will get into Leona Edmiston's style with a handy kit of items from her new accessories collection.



Winners will be randomly selected and promptly notified March 21, 2005. US only.

[Rules](#)

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style

pick of the week

laboratoires klorane



Still Fresh After all these Years....

In the midst of the synthetic scented and high-concept shampoo boom of the late 70s and early 80s (remember "Gee Your Hair Smells Terrific" and "Body on Tap"?), I knew there had to be something a little more sophisticated and refined in the market place. And in the most expensive part of my local pharmacy's shampoo section, I discovered the **Henna and Chamomile** formulas of **Klorane** Shampoo, packaged in pretty little bottles which not only contained subtly lovely scented lather but also the promise of transforming my middle school mane into a real crowning glory. It was a week's allowance well spent.

Two decades later, these **Klorane shampoos** remain international best-sellers. But above and beyond that, the product line now includes luxuriant, soap-free moisturizing body washes (like the **Zen Spirit Ultra Rich Shower Gel**), a variety of ultra gentle eye make-up removers, specialized treatment shampoos (with garden fresh ingredients like **Pomegranate, Quinine, Nettle, Almond** and **Peony**). However, the product that's been getting major buzz is the **Klorane Extra Gentle Dry Shampoo**, a miracle in a can that not only refreshes the hair's appearance but also adapts itself to the hair types of individual users, automatically plumping thin, fine hair while taming the surface of coarse, frizzy hair.

For three decades, Laboratoires Klorane has been building its reputation on its modestly sized yet comprehensive collection of hair and skincare products made from vegetable extracts and organically grown plants, cultivated and hand-picked by scientist **Pierre Fabre**. Celebrities who have gone botanical with Klorane include **Sex in the City's** star **Sarah Jessica Parker**.

Klorane products are still available, but in fresh and even more user-friendly packaging, at better pharmacies and department store cosmetics departments as well as **Pure Beauty**, Larchmont's **Beauty Center**, **Diamond Beauty**, **Beautycatalogue.com**. To learn more about what products are best for you and about the Klorane philosophy, visit www.institut-klorane.com.

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pick of the week

Lockheart



Made With Love, to Be Loved

Not long ago, Isabella Fiore caused a tidal wave in the once sedate world of designer handbags by boldly affirming what was on the outside could be just as interesting as what was stashed on the inside. While Isabella Fiore was not an actual person (in fact, look closely... it's a carefully constructed metaphor), she certainly had a profound impact on the competition. Everybody from XOXO to Coach to Louis Vuitton seemed to follow suit with brighter colors, fun attachments and dangles, more interesting uses for hardware and taking creative liberties with their familiar logos and lettering.

The two women who brought Isabella to life, **Jennifer Tash** and **Trang Huynh**, looked back on their runaway success about a year ago and decided it was time to stride forward toward the next level of sophistication through the creation of **Lockheart**, which like their previous endeavor, was billboarded by a name that had meaning to both of them as designers as well as to their customers (which, by the way, include **Mischa Barton, Keira Knightley, Lindsay Lohan, Sandra Bullock, Tyra Banks, Scarlett Johansson** and **Jennifer Garner**).

"For us, the name 'Lockheart' was ideal because as friends and as business partners, our hearts have been locked together," says Tash, sitting amid a tempting selection of her Spring 2007 samples at their Culver City workshop. **"For our customer, we want to create the kind of investment bags that a woman can love every day of her life and yet still have a dramatic enough look that will attract attention whenever she wears it."** We also wanted to marry together handsome vintage details like our hardware with feminine detailing such as the embellishments and colors.

Lockheart handbags range in price from \$200 for the small leather goods to \$500-\$900 for the handbags. They are available locally at **Kitson** and **Nordstrom**. For further info, check out www.lockheart.com. This week, **one lucky reader** will get carried away with a beautiful Lockheart bag.

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pick of the week

elizaldi jewelry



Stamp of Approval

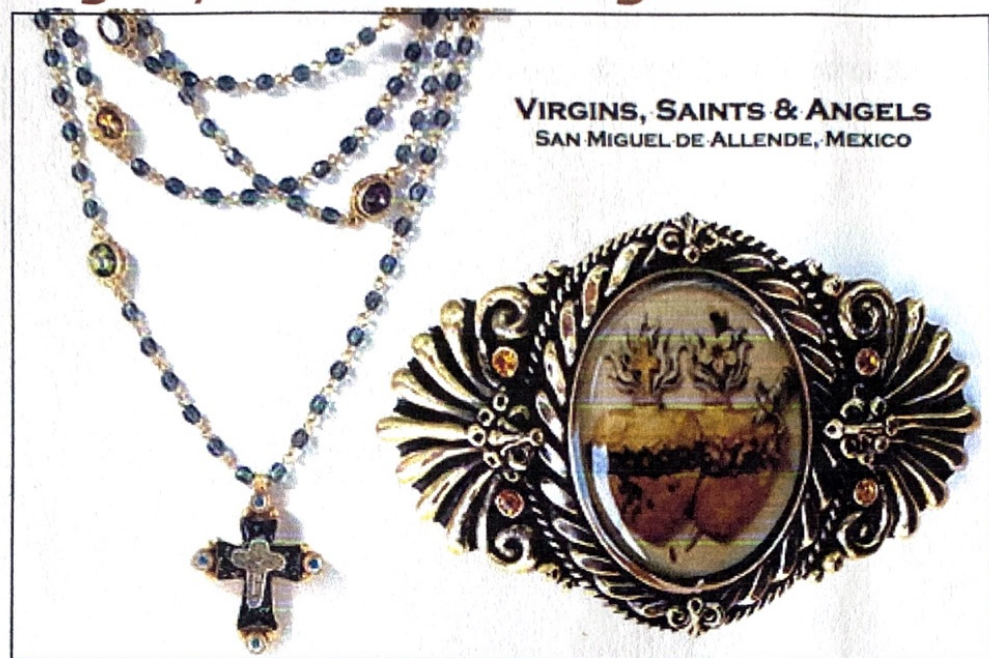
Whenever Kari Feinstein stages a special event, it is a given that a) the event will be a crowd pleaser and b) a great showcase for emerging trends and must-have items soon to hit stores (case in point: our recent feature on **Creative Scentualization**). At the recent pre Emmy event at **Chaz Dean Studios**, she once again proved us right when she selected jewelry designer **Nicole Dobranzki** to present her new **Elizaldi "Mia"** necklace collection to nominees and other trendsetters such as **Natasha Henstridge**, **Joely Fisher**, **Shannon Elizabeth**, **Adrienne Curry** and **Jesse Metcalfe**. Elizaldi also received special orders for **Joss Stone**, **Pink**, and **Angelina Jolie** (a Cambodian and Ethiopian Mia set for her to wear as a representation of **Zahara** and **Maddox**...)

Even with lots of beautiful and imaginative silver jewelry collections on the market, several aspects make the Mia collection special. It features a couple dozen **beautiful reproductions of antique stamps from around the world encased in sterling silver** that look great on both women and men. The individual stamp designs can represent everything from one's cultural heritage to a past or future vacation destination to, quite simply, the fact that a set of colors or design simply "speaks" to him or her. (In my case, I picked the Japan stamp since Asian motifs prevail in my fall wardrobe). Also, Nicole ingeniously used her Mia concept to rethink the concept of the "twin set," as the stamps look great on their own or paired with a companion starburst or St. Christopher medallion charm,

"I have always had an affinity towards art, layered jewelry, and anything vintage or antique. These loves helped inspire me to create the very unique Mia collection. **I also love the idea of giving something 'old' a modern twist**" says Nicole. "The necklaces and pendants can have meaning for people and become truly collectable pieces. We have always marketed towards women, but due to the overwhelming response we have received this year from men, **we will be launching a men's line early next year**. It will feature a longer and more masculine chain with slightly larger pendants. We had been exploring the idea for a while, but it was when Jesse Metcalfe put on his Spain Mia, that we knew we needed to move forward on the men's line immediately!"

Mia pendants can be purchased a la carte for \$55. The Mia Collection and the rest of Elizaldi's collections are available exclusively at at www.elizaldi.com.

virgins, saints and angels



Divine Things

If it is true that you can tell a lot about a person by his or her jewelry, then it can be easy to assume anybody who wears **Virgins Saints & Angels** belt buckles, necklaces, and earrings undoubtedly has both a spiritual and spirited side.

The women behind this spirited collection of hand crafted accessories is **Cheryl Finnegan**, owner and designer of **VSA Designs**. She abandoned the corporate world over 3 years ago and opted for an alternative lifestyle in **San Miguel de Allende** (a colonial village and artists' community in Central Mexico). Her designs are inspired by goddesses and saintly figures, who have in their own way been a driving force for fashion and female power over the centuries. **Tara Miko Grayless**, sales and marketing for Virgins Saints & Angels, spent most of her childhood in the colorful and artsy **Santa Fe, NM**. After graduating from the University of Houston, she had an opportunity to spend time in Japan and, later, in San Miguel de Allende, Mexico where she had a chance meeting with Finnegan and her first peek at what was to become Virgins Saints & Angels. **Jessica Patterson**, production manager for VSA Designs, like Finnegan found success in a corporate setting, but ultimately decided to trade the supposedly "secure" lifestyle for the more creative one she found in San Miguel de Allende.

The products appeal to mods, rockers and fashion forward people alike with the tattoo inspired **Sacred Heart designs**, non-traditional crosses and rosaries. It also is an added appeal that the **Virgin de Guadalupe** supposedly brings good luck to anybody who crosses her path.

At the Grammy/Star Magazine Style Lounge, rockers who took notice of Virgins Saints & Angels show-stopping style include members of **311**, **Linkin Park**, **Hoobastank** and **Yellowcard** (who went for the bold belt buckles), as well as songstress **India Arie** and actress **Eliza Dushku** (who loved the medieval-inspired necklaces). Stores in Los Angeles who have seen the light and have blessed their stores with Virgins Saints & Angels wares include **Dimani**, **Belle Gray**, **Jose Eber Atelier**, **Ron Herman**, **Tiara at Fred Segal**, **Boot Star**, **Alandrea** and **Paliskates**. To see the entire collection, as well as new

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style

pick of the week

calleen cordero



A Shoe of Emotion

"I am building a business that is totally empowering, not just for myself but for the people who work for me. The process in which I make shoes is pure empowerment because quality stands at the center of everything," affirms **Calleen Cordero**, who is not only emerging as one of America's premiere shoe designers but also a successful single mother of two sons who prides herself not only in the way she provides for her family but also her extended family of retailers and the dedicated staff of 40 artisans and specialists who purposefully put each shoe together by hand—giving each one the ultimate power to do work they truly love. For Cordero, the achievement is not just about the shoe itself.

"Each piece of a shoe is like a puzzle," Cordero muses. "And because each one is made completely by hand, its labor intensive nature justifies the prices, which average about \$350 for the shoes. However, this also shows that much care is taken to ensure heels and insteps are ergonomically designed. **A pair of these shoes is an investment in ones feet beyond fashion, and even goes beyond being staple in a wardrobe for years because they are designed with the foot's fragile bone and muscle structure in mind.** Also, with the hands-on approach my team and I take in construction of each pair of shoes, the resulting look is not intended to be overly sleek, but be something that is as individual as the wearer."

Cordero's dedication to creating the ultimate U.S.-made shoe has led to quite the celebrity following, which includes **Cher**. Beyond the glow of a strong industry clientele and several recent runway triumphs during L.A. Spring 2005 Fashion Week (with **Petro Zillia**, **Ella Moss** and **Saja**), a walk through her factory affirms her commitment. Though the space seems open and airy at first, deeper inside the space, you would find insoles being hand-formed, heels being forged from wood or leather by hand and craftspeople with a jeweler's sensibility embedding studs, stones and embroidery treatments. In other areas, finishing touches are added to a group of purses and belts specially designed for one of Cordero's most dedicated boutique clients in Paris.

For the Northern California-bred Cordero, getting into the fashion business via shoes was as natural as walking. For as long as she could remember, she loved fashion—shoes in particular—and would take any job in babysitting or house cleaning to afford the things that genuinely made her happy. When an upscale shoe boutique opened near her home,

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L. DeCarlo designs**Stories in Silver**

Lisa DeCarlo recently wowed teens and adults alike this spring at the **Backstage Creations' Kids Choice Awards** retreat with her sophisticated yet astonishingly wearable collections of bracelets, earrings and collars, which are all clearly designed with an unexpected anthropological slant.

Her line is composed of four collections that touch upon different aspects of human nature. However, she makes it very clear that each individual piece, whether it is a silver bracelet with thought-provoking word links or a complex woven wire sculpture for the neck, says as much about the person as it does about humanity in general. "It is my mission to **design beyond what is trendy**, and do that by incorporating a piece of our history to add depth, context and a connection to the world at large," says DeCarlo.

Her **American Heritage Collection** incorporates authentic Native American artifacts into the designs, while the **Tessuto Collection's** signature is the complexity of the woven precious metal wire and semi-precious stones. **The "One" Collection**, which clearly had definitive unisex and all ages appeal is inspired by a collective desire for people to find a connection to one another. In other words, **One Heritage, One Spirit, One Humanity...** and one very powerful but simple way to make a statement.

DeCarlo's designs are sold in L.A. exclusively at **Belle Gray** in Sherman Oaks. Celebrity fans include **Lisa Rinna, Paula Abdul, Alyssa Milano** and **Raven**.

www.LDeCarlodesigns.com.

This week, **10 Lucky readers** will win the unisex "One" bracelet !

THEBOOK_{LA.com}

by Elyse Glickman

style

pick of the week

silhouette



personality profiles

In the fashion world and in Hollywood, where the best people go to "be seen" is as changeable and unpredictable as Southern California weather. However, **Silhouette Eyewear** remains a constant for many celebrities and fashion elite in the know. Everywhere you look, in fact, Silhouette is turning up somewhere, be it on the runways of Mercedes-Benz Fashion Week in L.A. and New York (**Sue Wong** and **Richard Tyler** are fans), to the final season of **Sex and the City**, on **Tom Cruise** at the **Independent Spirit Awards** to the stars of **CSI Miami**, to **Frances McDormand's** memorable turn in "Something's Gotta Give" (it doubles as an unusual choker) to **Oprah Winfrey** making her charitable rounds.

In fact, there's a growing list of folks in the public eye who sport Silhouette's distinctive, well, silhouettes—**Demi Moore**, **Kristin Davis**, **Amy Smart**, **Jeremy Sisto**, **Julia Ormond**, **Matt Dillon**, **Bai Ling**, **Minnie Driver**, **Eve**, **Simon Baker** and **Mena Suvari** just to name a few. And why you ask? Depends on whether you see eyewear as fashion or function. On the functional end, the components of the frames of the glasses are lighter than air, using high quality titanium and durable lightweight plastics. The lenses shield eyes from the harmful rays of the sun (and the occasional paparazzi snap) with 100% UVA/UVB/UVC protection.

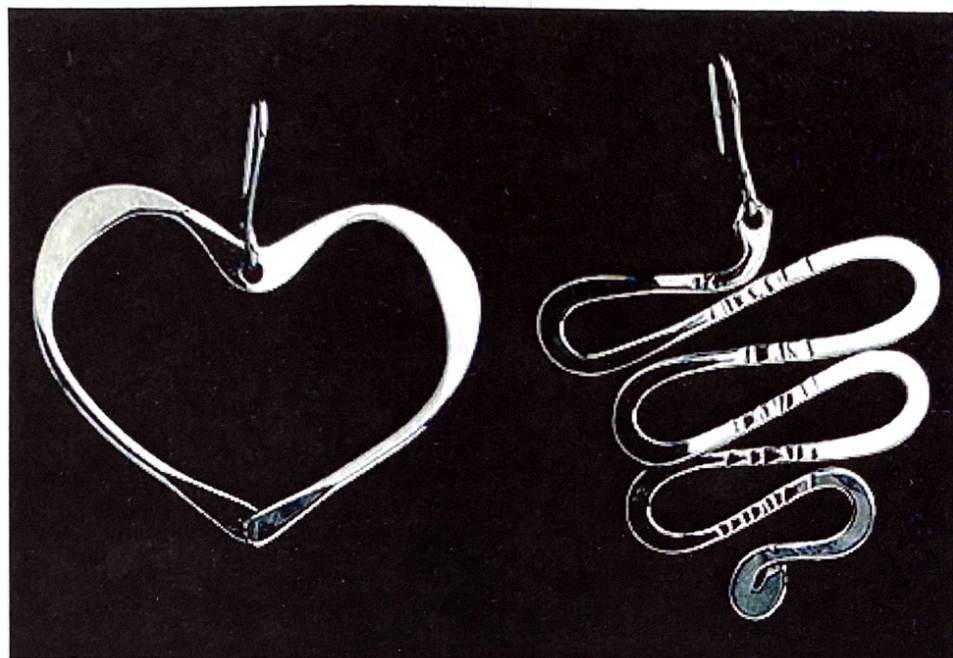
Among the hot innovations in 2004 are the delicious new shades of papaya, lychee, kiwi and aqua brightening up the eyewear forecast in the **Titan Minimal Art** and **Minimal X** collections and the distinctive mix of frosted rims and clear lenses conceptualized by acclaimed designer **Gerhard Fuchs**. And with so many sleek lens shapes to choose from, there is bound to be something for every profile. Also newly launched is a special **40th anniversary "Special Edition"** collection made up of five sunwear models with dark lens coating and hematite-inspired finishes that takes their revolutionary ideas from the past and brings them into the future. For example, the "**Futura**", features a bold, oversized look that recalls the best-selling Silhouette designs from the early 1970s.

Under the auspices of **Arnold** and **Anneliese Schmied**, Silhouette launched in Linz, Austria back in 1964 with just one designer, a staff of five and a novel, pioneering approach: to create eyewear that not only provided the framework for improved or protected vision, but also be fashionable, stylish day-to-day accessory bringing out the

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pick of the week

brasilian roots



Jewelry With Blossoming Appeal

Although overnight successes can be years in the making for many Hollywood hopefuls, jewelry designer **Leyla Spada** is one of the lucky souls who can genuinely claim she's found it. Just six months after launching her company, her fashionably earthy collection—**Brasilian Roots**—has made major in-roads into the collective consciousness of celebrities and Hollywood trendsetters alike.

Her dramatic but very wearable earrings fashioned from sterling silver and semi-precious Brazilian stones have found their way onto famous lobes, thanks to auspicious placements in gift bags for **Entertainment Tonight's 56th Annual Emmy Awards** event as well as the high-profile holiday season shopping event Gallery, which raised funds for the **Covenant House**. Her earrings, in fact, have made a lot of people very happy by design. "I can say my work is much more influenced by Brazilian people," says Spada. "They have a special way of moving, a different way of living happily. And that's some of the same of what you see in my work.... spirals, flowing movement, curves! (The designs are inspired by a time) when I traveled to Bahia in Northeastern Brazil. I met a guy selling "henna" tattoos. He had very strong hands, and I was taken by the fact that his movements were so precise. So then I asked him to teach me how he did it. He spent an hour with me just showing me the way he would make the curves. After that trip, I started drawing tattoos and they inspired me to design the jewelry"

While Spada's journey to Bahia marked an auspicious start to Spada's career, her entrée into Hollywood circles proved to be equally fortuitous. **Lisa Foxx**, a personality from **Star 98.7**, was among the first to discover Spada's earrings and was quickly smitten. Foxx took it upon herself to contact Entertainment Tonight and show them her designs. They, in turn, liked it and offered Spada the opportunity to be a featured part of their gift bag. In the first six months, as **Brasilian Roots** took root, and several celebrities (**Shannon Elizabeth** and **Lara Flynn Boyle**) were overjoyed with their earrings, other people in the industry offered their support and encouragement.

"I think the most interesting and inspirational feedback from the Hollywood community came from **Celeste Atkinson**, Editor of **Special Projects for Hollywood Life Magazine**. She contacted me to tell me how much she loved the earrings and that she had worn them every day since the Emmy Awards. That was the best compliment, especially given her associations with Hollywood trendsetters. When I heard her say, 'I wear them everyday,' I thought that this was exactly what I

wanted Brazilian Roots to be—special and different, but you can wear them every day.”

Spada’s primary goal is to have wearers feel like they’ve got more than just a piece of jewelry. She hopes each pair of earrings can be integrated into their personality. Each piece of her ‘wearable art’ has a meaning, just like paintings do. “When you look at a painting, it’s much more valuable and interesting to know about the painter and what the painter wanted to say through the art,” she notes. “The more you know about something, the more comfortable you are about it, and that is exactly what we want for the wearers of Brazilian Roots.” To build upon this meaning, Spada plans to continue building her earring collection, and down the road, flesh out ideas for a men’s collection and necklaces. Some of the stores where you can find Brazilian Roots include **Weekendz Only in Toluca Lake, Artful in Santa Monica** and **Jeneral Store in El Segundo**, and you can see the entire collection of earrings at www.brazilianroots.com.

This week **5 Lucky readers** will discover just how easily a pair of Spada’s creations will grow on them.



Winners will be randomly selected and promptly notified January 10, 2005. US only. [Rules](#)

by Elyse Glickman

fornarina



A Whole Lot of Style to Boot!

Although most Angelinos know **Fornarina** for their fun, funky and frequently comfortable shoes and boots (we love the round toe styles, comfy ballet flats and kitten heels as well as the wild color combinations!) and their storefronts, the original central store on **Melrose Avenue** and the Design Award-Winning Store of the Year at **Mandalay Bay** in Las Vegas, there is more to the Italian-born brand that meets the eye—a long history.

Back in 1947, **Gianfranco Fornari** founded the company and soon established himself on the world's fashion radar with his fashion-forward footwear. After four decades of turning heads, from the ground up, Gianfranco passed the business on to son **Lino**, who in turn, created several innovative and interesting collections to pair up with those shoes and boots. For Fall/Winter 2005, Fornarina covers the gamut with several high-concept ready to wear collections, ranging from 70s Ultra Chic with its eye popping mixes of color, texture and materials to the demure Bon Ton collection with 40s and 50s pieces that are right at home in the workplace to the preppie ease of College and Uniform pieces. The collections are carefully executed by lead designer **Lorenza Chiavarini** and Lino.

However, this year, the Fornarina team hopes to go "**FAR**" ("Fornarina Always Ready") with their great everyday denim collection, which includes the **Rock** (with great pocket details), the best-selling **Bono** (a better-than-basic multi-pocket jean), the **Nek** (with flattering slanted zipper pockets in back) and the **Rupert** which can be as conservative or liberal as you want a pair of jeans to be based on the wash you choose. For the customer who wants to make a real statement, Fornarina also serves up its **Glamour** denim line with some one-of-a-kind detail especially for customers who want something a little more daring and interesting than a great fit.

According to **Adrienne Weller**, spokesperson for Fornarina in Los Angeles, a lot of celebrities are getting into Fornarina in ways Gianfranco never thought possible, especially with the "rock and roll" image Lino brought into the concept. Celebrity fans include **Minnie Driver**, **Molly Sims**, **Juliette Lewis**, **Brittany Murphy**, **Britney Spears** and new convert, **Sheryl Crow**. Crow, according to Weller, ambled into the store one Saturday and was so smitten she spent \$1000 on clothing and then returned on Sunday to get all the other stuff she couldn't live without.

Visit: www.fornarina.com.

old man river belts by sky



A Star-Studded Affair

Even though gorgeous diamond necklaces, tiaras and pendants make a statement, sometimes it just doesn't make sense to wear that sort of bling to the office, supermarket or out for coffee. A little company called **Sky** found a workable solution, however... **The Original Old Man River Belts by Sky**. Designer Sky starts with buttery-soft leather in classic brown, black, white or pastels and encrusts them with dazzling crystals, gold or silver studs, and when the mood hits him, turquoise-colored stones or even pennies to create a statement-making item that still has a lovely earthiness to it when paired with a favorite pair of jeans.

Celebrities mindful of their fashion etiquette have wrapped themselves in the supple Original Old Man River Belts after discovering them at such high profile fashion events as **The Silver Spoon Hollywood Buffet for the Golden Globes** and, more recently, at **The Style Lounge for the MTV Movie Awards**. At the Style Lounge, the belts caused a near riot when they were a featured item at the concession for The Back Room, one of Del Mar's hottest designer boutiques which has become a home away from home for celebrities visiting the San Diego area. Those rolling in their "River" include **Jessica Simpson** (who makes them a staple in her on-stage wardrobe), **Jennifer Love Hewitt**, **Cameron Diaz**, **Jennifer Lopez**, **Lindsay Lohan** and **Kate Beckinsale**.

Although Sky has been using metal, stones and crystal to glam up clothing since the 70's, his belt collection is, surprisingly, just a mere three years old. He first came up with the idea for the belts when "vintage" was enjoying a comeback, and then decided to create something that would go completely in the opposite direction, much to the delight of fashionistas and Hollywood trendsetters already madly in love with Swarovski crystals. Although other bling-y belts have hit the shops, he feels its his attention to details and the best materials available that enables his belts to remain at the top of the charts in fashionable circles, so to speak.

In addition to **The Back Room in Del Mar** (1-858-720-1458) The Original Old Man River Belts by Sky, which retail for around \$250, can be found closer to home at **Body, Ron Herman** and **Fred Segal**, and on line at www.vibetheboutique.com,

style

by Elyse Glickman

pick of the week

freelook watches



It's All in the Wrist

Here at The Book L.A., we've been to numerous award show suites big and small, and at most of them, one of the star attractions is the room or tent with the sparkling, covetable watches. Often, these watches are so precious and intricately fashioned that they are merely loaned to nominees, and sometimes costing in the neighborhood of \$10,000. Paris-based fashion watch company **Freelook** is as up on things as we are, and they have figured out how to bring the bling home. More importantly, they have reconciled high quality movements and materials with affordable prices (from \$50 to \$320)—not an easy feat to do when you are competing on the same field with the luxury names.

"Freelook Watches was created to fill the void between luxury watches and fashion watches," notes company president **Raffi Agopian**. "However, we want to make it clear, especially through our web site that Freelook is a luxury fashion watch brand and that we are in the business of making fashion watches anybody with style will be proud to wear."

Launched in 2000 with great success, **Freelook watches have wowed and dazzled very particular consumers and fashion press in over 37 countries.** And true to fashion Freelook clocked into the U.S. market this year, ready to establish itself as a must have accessory in what they hope will be record time. That being said, we were particularly impressed with styles with vibrant blue and pink bands, the gold and silver bracelet models, and others with just enough crystals on the faces to stand out and yet be tasteful. The stylist at the BET Awards is in on the secret, and cannot wait to share the new bling thing with celebrity presenters and nominees.

Freelook watches are available locally at **MMH Jewelry, PM Time, Gold Kiosk** at the **Mondrian Hotel, Anytime, Watch Boutique** and **Tic Time Sherman Oaks.**

Visit: www.freelookwatches.com. -click on US Retail link-

THEBOOK_{LA.com}

style

by Elyse Glickman

pick of the week

holly lauren jewelry



How Earth Girls Sparkle

Even with all the established fashion names and celebrities (**Paris Hilton, Kylie Bax, Tori Spelling, Sarah-Michelle Gellar, Shannon Elizabeth, Rachel Hunter**) milling about at the Silver Spoon Hollywood Buffet for the 2005 MTV Movie Awards, one of the most memorable sights was up-and-coming jewelry designer **Holly Lauren Einer** and her mother beaming with pride at the attention her designs was garnering. Although many of the invited guests were dripping in bling, Holly Lauren's earthy mixes of silver, gold, bold mixes of semi-precious stones, pearls, shells and feminine antique accents drew consistent crowds. And through it all, she seemed so grounded. Then again, that shouldn't be a surprise, given the former model's favorite artist media comes direct from the Earth itself!

"My motto is dress it up or dress it down, keep it simple but make a statement," says Holly. "I don't think you have to follow a trend to have style. I like my accessories to tell a story. A women can feel sexy wearing my line, but not feel over done. **Meanwhile, I'm in the process of starting a men's line as well. So far, they've already been going crazy over the unisex gothic cross necklaces, belts, and t-shirt line.**"

While Holly Lauren is about bold design and large beads, her collection is timeless and ageless (which means you will look genuinely hip, glamorous and assertive, as opposed to costumy or over-the-top). Her gorgeous, fashion-forward detailing involves **inventive twisted metals, oxidized multi-color beads, opal stones, crystals** and other natural materials that flow effortlessly from a **gold filled chain** complemented by **exotic shells and moonstone pendants**. Yet no matter how she manages to combine all the elements at her disposal, there is always a definitive sense of balance in shape and in color. Whether your uniform is a suit and collared blouse or a tunic and designer denim, Holly has something that will work with your own signature look that is anything but cookie-cutter or routine. In other words, don't be afraid to put those pearl studs or plain gold hoops away for a while.

Since its inception in 2000, Holly Lauren has become a must have accessory line among Hollywood style setters, including such diverse personalities as the new converts from the last **Silver Spoon Buffet** as well as **Selma Blair** and **Hilary Duff**. Stores that have unearthed Holly's special talents include **Denise Carolyn** and **Trinity**, and you can also check out some of her work at www.hollylauren.com.

This week **2 lucky readers** will have the chance to adorn themselves with a fabulous pair of earrings from her upcoming fall collection!

by Elyse Glickman

morellato



Q. What's it all about, Alfi?

A. It's about Morellato, our pick of the week!

Alfred "Alfi" Vhadat of Alfi's Jewelry in Los Angeles, who made a name for himself over the past 15 years as a purveyor of up-to-the-minute fashion jewelry, is now adding to his progressive cache with the exclusive rights to distribute the **Morellato Italian Jewelry Line**. While Italy has been a leader in the global fashion jewelry market for several decades, Morellato pushes the envelope through its dramatic shapes and unconventional uses and mixes of materials. The palate includes stainless steel with 18k accents, diamonds, carbon fibers, stingray skin, Swarovski crystals, pearls and semi-precious stones.

The Morellato collection, which includes men's, women's and unisex pieces, is the latest star to be added to the cast of Alfi's Jewelry. "Our buyers canvas the world trade markets in search of the finest, most fashion conscious designs in sterling silver and fashion jewelry," notes Alfi. **"Our mission is to find high-quality pieces that will appeal to even the most selective, fashion forward retail markets."** Morellato is a natural fit for us because it fits into the category of luxury fashion jewelry, while taking some most unconventional routes."

While some Morellato pieces have found their way into the hands of **Jennifer Love Hewitt** and **Natasha Henstridge**, as well as some of **Jennifer Lopez'** stylists, Alfi feels the line's best days are still ahead. We agree, especially after a visit to www.alfisilver.com/morellato, where the entire line is sleekly displayed and modeled. The company has a most impressive history, beginning in the 30s as a manufacturer of watchbands and taking flight during the 60s, 70s and 80s with innovative approaches to jewelry design that's a far cry from mom's pearls or dad's high school ring.

Stores carrying Morellato include **Elza Jewelers** (Beverly Hills), **Generalis and Generalis** (Toluca Lake) and **Lush** (Studio City). For inquiries, call 800.736.8208.

This week, **2 lucky readers** will fall in love—Italian style—with a sophisticated-yet-cutting edge piece from this fall's Morellato collection.

by Elyse Glickman

pick of the week

oh goodie!



We're bringing T.V. Guide's Emmy Celebration home!

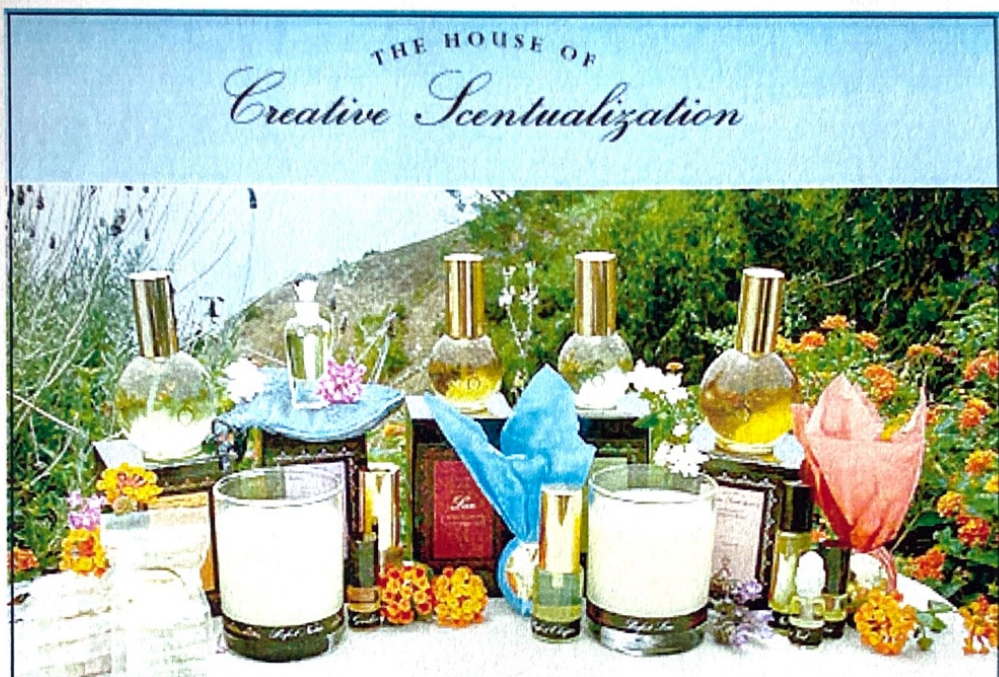
For the last few years, we at **TheBookLA.com** have had a ball bringing out readers the latest trends from all the **pre-Emmy festivities**... and given what we saw this year, there will be more great finds to come. Guaranteed. However, this week, we have the rare treat and privilege of offering **four lucky readers** a taste of the good life, during and after the ceremony. **T.V. Guide/Inside TV magazines** played host to one of the viewing and post Emmy Awards parties. While the food is great and the celebrity spotting cannot be beat, of course, there is the thrill and anticipation of the fabulous surprises that wait in the goodie bag.

Just imagine, if you win, you will have something in common with such celebrities as (take a breath here) all the key **"Desperate Housewives," Frankie Muniz, Jack Osbourne, Jane Seymour, Jessica Capshaw, Jessica Simpson, Kelly Monaco, Zach Braff, Mandy Moore, Mary Kate & Ashley, Jeremy Piven, Sandra Oh, William H. Macy, Molly Sims, Wilmer Valderrama, Mischa Barton, Missy Elliott and Macy Gray.** And (take another breath here), you get to enjoy such earthly pleasures as hair care products, mascara, facial treatments and everything conceivably needed to make you feel like a real VIP without having to gain weight from the passed trays or deal with that name-on-the-list thing.

Here is what's in: **Rene Furterer OKARA** no-rinse hydratant conditioner (5 fl. oz.), **Sweet Spot Labs** on-the-go deluxe-sized gentle wipettes (3 per pack), **Flawless tanning UVA/UVB SPF 4** with Rosehip Oil (6 oz.), **Toma Black Magic** lengthening mascara, **Elements Erase Line Control Cream** (1 oz.), **Mica Design Jewelry** certificate for a \$40 discount with a purchase over \$175, **Victoria's Secret** pink signature cosmetic bag, **China Glaze** sparkle polish in **RUBY GLAZE** and **FAIRY DUST**, **Inside TV** logo emery board/**pocket mirror with case**, TV Guide logo **magnet mirror**.

As they say on T.V... watch and **win**. Good Luck!

creative scentualization



Air Apparent

In 1989, **Sarah Horowitz-Thran** discovered her life's calling and began a four year apprenticeship in the art of perfumery. This educational period of her life paid off in 1992 when she and a fellow Perfumer purchased **Essence**, a fragrance blending boutique located on Boston's renowned Newbury Street. Wanting to take her nose and her expertise to the next level, she sold her share of the business in 1994 and moved to Los Angeles to found **Creative Scentualization**. Under that banner, she has created an array of private label fragrances as well as **The Perfect Perfumes Collection**,

an eclectic array of seven scents. **Perfect Bliss, Perfect Gardenia, Perfect Innocence, Perfect Love, Perfect Nectar, Perfect Vanilla** and **Perfect Veil** are available in products ranging from pure oil and eau de parfum to candles, shower gel and body creme. You may not be able to capture time in a bottle, but with scents like these you can at least enhance the time you've got.

If you are looking to venture beyond the ready-to-wear fragrance experience, Creative Scentualization also offers haute couture services in the form of an in-studio fragrance development session called the **Fragrance Journey** with either **Horowitz-Thran** (\$500 for your formula, a 1/4 perfume oil and a 1 oz. eau de parfum spray) or Staff Perfumer **Marlene Stang** (\$250 for your formula and a 1 oz. eau de parfum spray). Other options for developing your own custom fragrance are a phone consultation (\$50 for three custom samples) or the **Online Journey** for \$25, which entails logging onto www.creativescent.com and answering an online questionnaire. Your answers are then processed and three customized samples are sent directly to you.

All formulas for your secret scents are kept permanently on file should you want to create lotions, oils, bath gels or eau de parfum sprays to fragrance your world. Celebrities who have followed their nose to Horowitz-Thran's Perfect Perfumes line include **Madonna, Jennifer Garner** and **Lindsay Lohan**, while those who have embarked on a Fragrance Journey include **Sarah Michelle Gellar, Kelly Williams, Jeanne Trippelhorn** and **Natasha Gregson Wagner**. Creative Scentualization's fragrances, which brought a touch of demure East Coast class to the **Style Lounge**

for the 2005 MTV Movie Awards, are available at **Fred Segal Hollywood, Fred Segal Santa Monica, Apothea Brentwood, Essentials in Calabassas, Lola Rouge in Costa Mesa, La Peer Beauty in Beverly Hills, Body Scents in Encino** and **Madison on Melrose Avenue**.

by Elyse Glickman

pick of the week

charlie lapson

CHARLIE LAPSON



The Truth about Charlie (he's American Fashion's Next Big Thing!)

Even with the ongoing parade of young, innovative and talented designers who've crossed our paths, we've followed the impressive career of Charlie Lapsen closely over the past few years, and with good reason. At events such as **The Silver Spoon Hollywood Buffet** for the **2006 Academy Awards**, **Kari Feinstein's 2007 Golden Globes Style Lounge** and the **2007 Academy Awards Haven House**, Lapsen was getting as much attention and face time as the well-known faces that sought out to be accessorized by him for the red carpet. Some A-listers who bee-lined to his table at the pre-award suites as well as his L.A. headquarters include the cast of **Desperate Housewives** and **Grey's Anatomy**, **Jennifer Aniston**, **Brooke Shields**, **Jessica Alba**, **Lawrence Fishburne**, **George Clooney**, **Antonio Banderas**, **Sharon Stone** and **Leonardo DiCaprio**.

"What's interesting about this past awards season, wasn't just that we got great reactions (at the suites) and that a lot of celebrities and stylists came to the offices, which they did," Charlie Lapsen recalls. "The fact that we generated so much interest from press offices and television around the world made it special. We had crews come from **Hong Kong**, mainland **China**, **Japan** and **England** shadowing me and taking note of all the preparations I was making for this year's Golden Globes, SAG Awards, Grammys and Oscars. It was a wonderful experience."

While Lapsen's magnificent **leather goods** and **handbags** have generated major star-power for his own name here and around the world over the past five years, the savvy style master has been designing clothing for 18 years. Beyond that, he's expanded into fine jewelry (a favorite of **Felicity Huffman**) and a fashion watch line (prominently displayed on **ShopNBC.com**, putting his luxe signature style within reach, with \$199-\$350 price points). And in the tradition of his greatest fashion industry idols (Ralph Lauren, Gianni Versace), he's certainly not stopping there, with new clothing ranges, a lingerie collection and a cosmetics/ skincare range in the works. To keep the momentum of **Charlie Lapsen: The International Fashion Brand** moving forward, he is re-launching his web site, www.charlielapsen.com to keep all of his fans apprised on his various endeavors. Later on this year, he plans to launch, www.HotLuxury.com,

which will bring the excitement of his highly-anticipated trunk shows into your computer.

"The web site is everything one would want to know," Lapson points out, taking a break from preparations for his involvement in the annual charity gala for **Able Trust**, a high profile charity benefiting kids and teens with disabilities, staged at **Donald Trump's The Mar-a-Lago Club**. "We want to not only show off the various products, but also inform people on who in Hollywood is wearing what, advice on the hot trends and how to tap into, news on the emerging style trends I have seen and experienced in my travel and practical consumer advice, like what to look for in stones when buying jewelry."

A true believer in education, Lapson honed his artist skills at New York's School of Visual Arts and his business skills at the **Fashion Institute of Technology** before embarking on a journey that would take him (via his first clothing line) to America's best department stores, around the globe, and ultimately (when he got the rights to his name as a brand back after several years in a partnership) to the heights of Hollywood. Even with reaching a level of success other designers dream of, including gaining visibility in Japan as a television fashion expert and gaining loyal fans in Japan and the U.K. via shopping channels and programming.

"People around the world are hooked on television and internet shopping to the point where it is a real part of the culture," Lapson observes. "It goes beyond instant gratification, and into the widespread need for saving time these days. Many people who shop via electronic media have become selective and very quality-conscious, so it is gratifying to receive an abundance of emails about how pleased they are with the quality of the bags, the texture and smell of our leathers and the way the fashion watches fuse glamour, function and affordability together. Given that these consumers can grab the remote control in the blink of an eye, I feel fortunate that my items keep their attention for long periods of time."

Even with his products available at different price ranges, Lapson has succeed like other great American fashion success stories in keeping his cache in perfect form. If you get on his email list, you can learn about trunk shows for clothing and bags at America's best department stores (Saks, **Bloomingdales** and **Nordstroms** among them) as well as **Jarrold** stores across America for his fine jewelry. Perhaps if you are lucky, you may stumble into one of his unique handbag treasures at **Diane Merrick**. Even with that, however, Lapson can't stress enough that television and the internet are his storefronts of choice in America, Japan and Britain, enabling him to blend is artistic and business savvy into one gorgeous package that can be appreciated by all.