

# That's a WRAP!

## L.A. FASHION WEEK MOVES FORWARD WITH SPRING

By Minju Pak and Michelle Grabicki

While fashion week in Los Angeles took a few years to refine, the unveiling of spring designs during the week of Oct. 16-20 in Culver City proved that the event is well on its way to becoming a long-standing fashion ritual. 7th on Sixth, Smashbox Studios and Mercedes-Benz have established a functional formula for L.A.'s Mercedes-Benz Fashion Week at Smashbox Studios, so they can focus on things other than logistics, such as dealing with increasing interest and, most importantly, the clothes.

"The event grows a little every season," says Fern Mallis, executive director of 7th on Sixth and vp of IMG, who has seen Fashion Week's media registration increase by 30% since the event began.

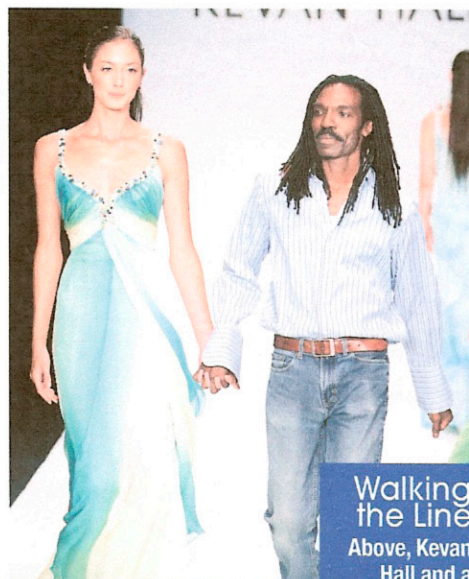
Designer Kevan Hall lauds the location: "It is a benefit to show in Los Angeles because of the synergy between the fashion industry and Hollywood. It becomes a great showcase for those seeking red carpet gowns as well as retailers who look to L.A. for innovative and new designs."

Some 600 attendees (Kristin Chenoweth and Kimberly Elise among them) listened to

the sound of dripping water with Koss Stereophones, emphasizing Hall's "Atlantis" theme during his runway presentation. That night saw the likes of Lucy Liu, Paris Hilton and designer Richard Tyler front row at Louis Verdad.

Although about 40 designers' catwalks were situated at Smashbox, fashion week isn't only about what happens there. Shows also took place at such venues as Cinespace and the Design Suites at the Beverly Hilton. On Oct. 15, Frederic Fekkai's Rodeo Drive salon hosted a cocktail party and fashion show featuring sexy evening dresses by Australian designer Leona Edmiston, Niessing's minimalist jewelry and the launch of Fekkai's Overnight Hair Repair treatment. Gen Art and hair stylist José Eber also held their own soirees.

The Mondrian Hotel on the Sunset Strip hosted NEXT's "Valley of the Dolls"-themed show, where models teetered around the pool at Skybar wearing L.A.-based Purp7e's pool-side-chic line and donna Poren's flirty lingerie;



**Walking the Line**  
Above, Kevan Hall and a model at his show. Left, onlookers listening with Koss Stereophones.



2(x)ist used VH1's "Strip Search" contestants to show off their men's underwear line. At Sony Pictures Studios, Rock & Republic held a "tech-cessory" show featuring the Game Boy Micro, and Victoria Beckham made an appearance for her collection for the line.

Back at Smashbox, the night crescendoed with a revamped St. John fashion show debut, while a show at nearby Century Studios concluded with Petro Zillia's quirky combinations and bright colors.

## Designer Focus

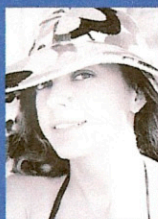
Four garment gurus share what inspired their spring 2006 collections shown during L.A.'s fashion week



**Antik Denim**  
Designers Alexandre Caugant and Philippe Naouri described their spring 2006 collection as "mixing the typical denim look with contrasting silk scarves and hand-crocheted details."

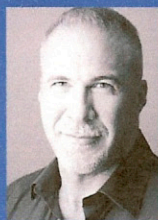
Known for elevating Diesel and Levi's to the stratosphere of high-end fashion, the French denim innovators explained: "As far as inspiration, think a mix of urban cowboy and Japanese-spirited clothing. The colors are light and washed out with vintage distressed touches."

**Pegah Anvarian**  
L.A.-based designer Pegah Anvarian (formerly a stylist and costume designer for the B-52's) channeled the heart and soul of Jamaica as inspiration for her spring 2006 collection. Drawing on



the vibrant colors that inform the island's lively spirit — emerald green, tangerine orange, ocean blue and pineapple yellow — the Dallas native stayed true to Jamaica's organic essence.

**Bradley Bayou**  
Mercedes-Benz-sponsored designer Bradley Bayou described his spring 2006 collection as "going into the future with a hand in the past. Very constructive with embellishments. Architecture meets glamour." This was the former Halston creative director's inaugural showing in Los Angeles, a city filled with household names who frequently don in his architecturally inspired creations. "Like a house, a dress has to function. It has to be able to be put on; it has to be flattering. I don't believe in things that don't function," he says. Bayou welcomed his Mercedes-Benz endorsement: "It is really nice to be sponsored by



someone who carries a lot of clout in a town where clout is important."

**Shay Todd**  
The mastermind behind the risqué black one-piece swimsuit worn by Paris Hilton in those Carl's Jr. commercials, designer Shay Todd found inspiration for her spring collection in warm tropical breezes and the tranquility of island life. Utilizing a palette of spirited blues, greens, oranges and yellows, Todd called on the ethereal tones of Hawaii, Jamaica, and Polynesia to collaborate with high fashion, transporting the consumer to the beaches of paradise. That vibe was not lost on Eva Longoria, who infamously donned a revealing Shay Todd ruffled swimsuit onstage at this year's MTV Video Music Awards.



— Michelle Grabicki