

HOLIDAY 2014

Akari

NEW YEAR,
NEW YOU!

MAKEUP HOW-TO:
TRANSITION FROM DAY
TO NIGHT WITH EASE

TRENDWATCH 2015

#SELFIE!
AKARI TEAM RESOLUTIONS
FOR THE NEW YEAR



“Italian Warmth for Maine Winters”

Now at Akari for the holidays!

margolis pineo
imports

Photography: Tessa Hartley
Location: Portland rooftops

INSIDE

- 5** Trend Watch: Winter Nails
- 6** Stocking Stuffer Must-Haves
- 8** At the Westin
- 9** Introducing: Crane & Lion
- 10** Medi-Spa Blog
- 12** Remix Your Wardrobe
- 13** Cover Shoot Confidential
- 14** Day to Night: How We Got The Look
- 16** #SELFIE!
- 17** New Year, New Mom, New Outlook
- 18** A Reflection
- 19** Fashion Shoot
- 24** Looking Towards Spring
- 25** Coming in 2015
- 26** Hair Style: Featured Cuts

CREDITS

Layout & Design Editor Elizabeth Margolis-Pineo
Gillian Williams

FASHION SPREAD:
Photography Harold Strout
Hair Peter-John
Makeup Choeun
Models Ali & Taylor

BEAUTY SHOTS:
Photography Jason Poulin, J. Robert Photography Studio
Hair Peter-John & Alicja
Makeup Peter-John & Alicja
Models Taylor & Ashley

AKARI

195 Middle Street | Portland, ME 04101 | 207 772 9060

Online www.akaribeauty.com
Facebook Akari.wellness.beauty.style
Twitter @akaribeauty
Email info@akaribeauty.com



Emily Top, RONEN CHEN
Ankle Pants, CRANE & LION
Jewelry, BARBARA SILVERSTEIN
Clutch, TOSS DESIGNS

THE AGE-DEFYING POWER OF BERRIMATRIX


AIRELLETM
SKINCARE
anti-oxidant berrimatrix®

MADE WITH
MAINE BLUEBERRIES



PURE. NATURAL. PROVEN.

www.aireskin.com

TREND WATCH



TREND WATCH: WINTER NAILS

By Anna

The nude nail is a clean, sophisticated look that can go with simply anything. Using a shellac polish, the nails achieve a soft patent-leather shine, and you'll have a flawless manicure that will last for weeks! As a nude shoe lengthens the appearance of legs, a nude nail visually elongates the nail beds. Fair skin tones are best paired with a neutral shade that has pink undertones, such as **CND's Nude Knickers**, used here. Olive and deeper skin tones work beautifully with taupe or pale peach tones. A shellac manicure using the correct nude shade can enhance the look of your skin, giving your hands a more youthful overall look. Come in and have one of Akari's skilled nail technicians help you find just the right shade of nude for your skin tone!

A simple black polish is not usually thought of as a go-to for the holiday season. By incorporating the feminine almond shape, however, the nails gain a softer look. A manicure with black polish serves as the ultimate canvas to showcase any jewelry and accessories, making it a perfect color choice during this party season. You will be able to alternate looks according to different occasions without the worry of whether or not your nail polish matches.

The soft almond shape and dainty knuckle-rings give an unexpected overall delicacy to a traditionally edgy color. This is a truly limitless manicure that will take you from Thanksgiving to New Years with endless options.



STOCKING STUFFER MUST-HAVES

Bumble and bumble Hairdressers Invisible Oil

As winter progresses and we are forced to use our blowdryers more often, having a conditioning heat protectant is especially important. This primer is the key to having soft, silky, and manageable hair. It helps with tangles caused by big cozy scarves as well as tames winter frizz and protects against breakage.



Bumble and bumble Dryspun

Dryspun creates a texture that makes hair look airy, weightless, and effortlessly full. After wearing a winter hat this is exactly what every gal needs to keep her tresses feeling big and sexy. It also comes in a convenient travel size, making it a perfect fit for your clutch when attending all those holiday parties.



Carolina Amato Gloves

Have a difficult relative to shop for? Everyone can use at least one pair of warm gloves. Carolina Amato gloves are not only warm because of their wool and angora blend, but they're stylish too! With plenty of bright colors to choose from, they are an amazing gift that will stand out in a crowd.



Smashbox 'Be legendary' Lip Lacquer in Bordeaux

With the snow comes beautiful berry stained lips. I love rocking a dark, bold lip color for winter whether I am at work or a fancy holiday party. 'Be Legendary' Lip Lacquer in Bordeaux is my go to this season. It goes on as a glossy lacquer, then adjusts to a stain that lasts up to eight hours, which leaves me more time to prance around in the snow!



Airelle Eye & Lip Treatment

'Tis the season..... to be tired, stressed, and lets face it a little dehydrated from one too many glasses of wine at the company party. Airelle's Eye & Lip Treatment is a perfect pocket sized go to for all your skincare needs. When feeling super tired or puffy around the eyes, this will be your best friend. And if you're concerned with shopping locally and sustainably, this product is handmade with natural ingredients from Maine!



Plaid Scarf by Yarnz

Not sure what to get your fashion-conscious nieces or nephews? This winter will be filled with big, bold plaid prints, from pants to scarves. This vibrant scarf by Yarnz is not only chic but it is comfy as it's made of a wool and cashmere blend. While it makes for a perfect gift, I would rather keep it for myself!



D. Harris Silver Feather Necklace

Great for wearing alone, or for layering with a few different pieces, the detail of this tiny leaf delivers a fun, spirited vibe that I love!



Tortoise Hair Clip

Sometimes...well...lots of times you just need to twist your hair up and throw it in a bun! Forego your usual elastic for a fun clip like this and you'll get a look that is effortlessly chic, yet still functional on your busy days.



Cocobelle Elastic Belt

Easily cinch your waist with lovely gold-hued beading. This belt will instantly fancy up any simple dress. It also works wonders when worn overtop a long, thin cardigan worn open, or any top that you always wanted to wear but couldn't because it was too billowy. Problem solved!



Bumble and bumble Flat Brush

By far our favorite paddle brush! Boar and nylon bristles promote scalp's natural healthy oils from root to tip. Great for creating sleek, straight styles.



Toss Design's Black and White Wallet

Black and white will never, ever go out of style. The tasteful design of this starkly neutral clutch is simple, chic, and timeless. Leather adds the luxury factor. Perfect for carrying all you might need for a night on the town!



Cocobelle Anouk Wrap

This wrap bracelet delivers a polished bohemian vibe with its delicate winding threads and gold beading. It's the perfect accessory for your favorite boho-chic wardrobe pieces!



Kabyco Aqua Quartz Earrings

Locally designed, these shimmering drop earrings will add a delicate sparkle to any ensemble. The cool blue facets beautifully catch and reflect light, easily making these blue-on-gold baubles a conversation piece.



Must-Haves:
Ali and Alicja

THE WESTIN

LOOKING BACK WHILE MOVING FORWARD

Akari at the Westin one year later

By Lindsay

December 2014 will mark one year that **The Akari Spa at the Westin** has been open! This has been a wonderful addition to Akari. We are pleased with its success and are looking forward to what is to come!

Opening another location was a huge undertaking for us. Not only was this the first time there would be more than one Akari, it was our first time collaborating with a corporation as big as the Westin which definitely came with its own challenges. Over the past year we have learned so much. A lot of this learning came from trial and error. If we had an idea we ran with it. If it worked out great, if not, even better. We learned some of our greatest lessons from our mistakes and were really brought together as a team with the Westin while working together to solve them. With new knowledge, experience and a strengthened partnership with the Westin, we are entering this next year ready to help Akari at the Westin reach its full potential.

What to expect at Akari at the Westin in 2015:

- **The addition of a salon by next summer.** The spa services we currently offer are continuously receiving rave reviews from clients hailing from all around the world. In the coming year we hope to offer hair services at our Westin location so out of towners can experience even more of what Akari has to offer.
- **A new approach to weddings and bridal services.** The Westin hotel has become the go to choice for wedding receptions in Portland thanks largely in part to its ideal downtown location and beautiful ballroom. Since partnering with them, the number of bridal inquiries we receive has greatly increased. In order to keep up with this demand and still maintain the exceptional level of service and care we are known for, we plan on taking Akari's bridal offerings and bridal concierge services at both our flagship and our Westin location to the next level.
- **New retail.** Akari may be best known for the services we offer but we are more than just a salon, spa and medspa. The whole first floor of our flagship location is filled with clothing from some of today's top brands. Expect to start seeing some of these lines at our Westin location in time for spring!



INTRODUCING... crane & lion

Crane & Lion is a new fitness and fashion brand that just launched in the US. With clothing ranging from fitness tights to wrap sweaters, Crane & Lion's design philosophy stems from the desire to provide active women with resilient clothing that is also chic and sophisticated.

Kim Ortengren, a 27-year-old native Mainer, became the Director of Design and Production for Crane & Lion in December 2013. Kim develops the design direction and overall concept each season, as well as executes the product development process from start to finish.

Her expertise comes not only from her time at Colorado State University, where she earned her bachelor of science in Apparel Design and Merchandising with a concentration in production, but also from her time spent at L.L. Bean, Spyder, Cloudveil and Donna Karen New York, learning the rolls of a colorist, designer, product developer, and trim/raw materials specialist.

Kim's love of fashion and her self-proclaimed tomboy active lifestyle are the underlying aesthetics behind Crane & Lion whose performance wear combined with fashion-forward pieces will effortlessly transition women from the gym, to meetings, to social engagements, and back.



KIM'S PICKS



Crane & Lion's wrap sweater looks perfect paired with a dress and cool pair of booties to give it a little edge.



I love pairing our Active Dress with an oversized jacket or sweater like Katherine Barclay's Moto Zip Cardigan.



Our Rain Jacket in black is the perfect item if you are looking for versatility. Pair it with legging and sneakers and look instantly athletic. Swap the leggings with a pair of jeans and replace the sneakers with flats to achieve a casual yet contemporary and cool look.



NURSE LAURA'S MEDI-SPA BLOG



In years gone by I used to perseverate over the impending New Year; fixating on things I wanted to change about myself or do away with in my life. With age I've found comfort and acceptance about who and where I am. I can now look to the New Year as an opportunity to enhance my life and the lives of others. I try to keep my resolutions simple, realistic, inspiring and ongoing. Let go of the past and embrace the future.

A New Year means a fresh start. What excites and inspires me moving towards 2015 is blemish and ink-free skin. You can literally erase poor decisions-years of not wearing sunscreen or that tattoo you got when you were 20.

My pick for achieving healthier and more youthful looking skin in the New Year is a chemical peel. At Akari we offer **SkinMedica's** range of chemical peels: from the **Illuminizing Peel** which has little to no downtime, to the **Rejuvenize Peel** which offers maximum results with under a week of downtime. We can customize a regime complete with post care products to suit all skin types, budgets and expectations.

Sticking with the New Year, fresh start trend, when is a better time to remove an unwanted tattoo than now? Especially since Akari now offers a painless option to remove unwanted ink! I am very excited to share our new technology with our clients to achieve their New Year's best.

I feel fortunate to work with a diverse and accepting team, servicing a gracious and loyal clientele. The longer I work at Akari, the more I learn about what makes people beautiful and the more I am thankful for the opportunity to build relationships with the Akari family to help them feel good about themselves. Come in for a free consult, meet the team and find out what's available to help you reach your beauty goals.



NEW YEAR, NEW SKIN

Resolve to take better care of your skin in 2015

The coming of a new year has always been a time to reflect on the past but more importantly look forward to the coming year. It's a time to contemplate the changes we want (or need) to make and decide how to follow through with these changes. A great way to start the New Year is with great skin. Akari's head aesthetician shares her top skincare products to achieve this!

CHRISTINA'S PICKS:

1. For me, **SkinMedica's TNS Essential Serum** is the end-all and be-all of skincare products. Not only is it incredibly brightening for the skin, it also increases collagen production and gives your skin just the "kick" it needs to get that glow. This serum is also great at smoothing fine lines and enhancing the overall texture of your skin. Use this product and watch the tone of your skin become more clear and refined than you ever thought possible!

2. Hydration is something we ALL lack during Maine's harsh winters. To remedy this, my go-to product is **Airelle's Manuka Mask**. It gives your skin the "drink" that it needs to survive the cold. It is conditioning, hydrating and perfect for your parched skin. Infused with vitamin B, it is a wonderful way to keep your skin feeling the very best it can all year round.

3. Concerned about tired looking eyes? The **TNS Eye Repair** from **SkinMedica** is the ultimate solution to any of your eye woes. This product is amazing at tightening and toning skin around the eyes which will help you achieve a much more awake appearance. Out of every product I've tried (and I've tried a lot) this cream is the best at reducing dark under eye circles as well as fine lines and wrinkles around the eyes. This product is a game changer and a must have!



Remix Your Wardrobe

By Gillian

Keep style staples from past seasons current with completely fresh takes on how to wear them. Go forth into 2015 in style!



Moto Jacket

Past: You probably paired your moto jacket with a girly dress to transform it from ladylike to edgy instantly.

Present: Continue using it to add contrast to your outfit but instead of pairing it with florals or other dainty patterns, pair it with simple basics to give your outfit an edgy allure.



Dressy Sweatshirt

Past: This casual staple has recently shed its gym-only status and has become a popular item to be worn with leather leggings and ankle boots.

Present: Bring out its feminine side. Try pairing your dressy sweatshirt with wide leg trousers or a pleated leather skirt.



Oversized Knit Cardigan

Past: This item has become a staple in almost any fashionistas' wardrobe. Paired with skinny jeans or leggings, a casual top and flats, an oversized knit has been the go to item to complete that effortlessly cool look.

Present: Try dressing it up. Replace your jeans or leggings with a pair of tailored trousers, tuck in a fitted tank and swap your flats with a pair of heels. You'll look uptown chic with an air of downtown cool.



COVER SHOOT CONFIDENTIAL



DATE: Sunday, November 2nd, 2014

LOCATION: Akari and J. Robert Photography Studio

INSPIRATION: Meryl Streep and Lindsay Lohan's May 2006 "W" Magazine cover

BEHIND THE SCENES

The cover models, Ashley and Taylor, arrived at Akari's Flagship location for an 8 a.m. call time with clean hair and makeup-free faces. Akari's stylist Peter John started by blow drying Taylor's hair and then running a flat iron through it to achieve that uber straight and sleek backed look. Another Akari stylist, Alicja, did the same with Ashley's hair, so that both models had matching looks. Next the models were escorted downstairs where they sat in director chair style seats. With the Pandora station tuned to Rihanna radio, Peter John and Alicja quickly but meticulously worked their makeup magic (although not much magic was needed). Once they were done, all that was needed to complete the look were two Barbara Silverstein chokers.

ABOUT THE PHOTOGRAPHER

Originally from the Sugarloaf Mountain area, Jason moved to Southern Maine about five years ago to educate himself as a graphic designer. In the process he discovered his love for photography and how the two mediums intermingled. He is a self-proclaimed "calm and grounded individual" who pays close attention to detail and always thrives under pressure.



"Whether it be shooting a new model or meeting with a new bride, I love the connections that are made and the photos that result from meeting these new people. I loved working with the team at Akari and our beautiful models really delivered what we wanted on set." – Jason
See Jason's work here: www.jrobertphotography.com



CREDITS:

Ashley - Cover Model
Taylor - Cover Model
Jason Poulin - Photographer
Peter-John - Hair and Makeup
Alicja - Hair and Makeup

All about the base, to get the skin ready I used **Smashbox Photo Finish Foundation Primer Light** and **Smashbox Photo Finish Hydrating Under Eye Primer**. Photo Finish Primer is light weight, water based and oil free, it contains oil absorbers that keep skin matte all day. While the under primer reduces puffiness and fine lines, it also prevents concealer from slipping and settling into fine lines.

DAY

HOW WE GOT THE LOOK



For the warm winter glow I used **Jane Iredale's Quad Bronzer** in Moon Glow. Apply all over the face for natural looking radiance, or on the eyes, lips, or cheeks for a little highlight and shine. For

that rosy glow I used **Jane Iredale Blush** in Awake which I applied on the apples of the cheeks. **Jane Iredale Eyeshadow** in Rose Gold on the eye crease and **Jane Iredale's 24-Karat Gold Dust**

Shimmer Powder in Gold for the lid. For an added touch to keep eyes looking youthful and wide awake; **Smashbox's Always Sharp Eye Liner** in Bare was applied to the water line of the

eye. **Smashbox Jet Set Eyeliner** in Deep Bronze was used to make the eyes pop. I choose this color because bronze is great at making hazel eyes pop.

For the dramatic evening look I used **Smashbox On the Rocks Eyeshadow** palette. The highly pigmented jewel tones are long lasting and perfect in creating a sultry look. My go to colors are Chianti and Bourbon, which I used on Taylor. They can be applied lightly for a warm day look, and layered to create a more glamorous evening look. To finish I used **Be Legendary Lip Gloss** in Disco Rose, its high shine and saturation creates a pouty look without being sticky. To make the eyes pop, **Smashbox Jet Set Eyeliner** in Jet Set, and **Jane Iredale- Eye Highlighter Pencil** for highlighting areas like below and above the brow.

NIGHT

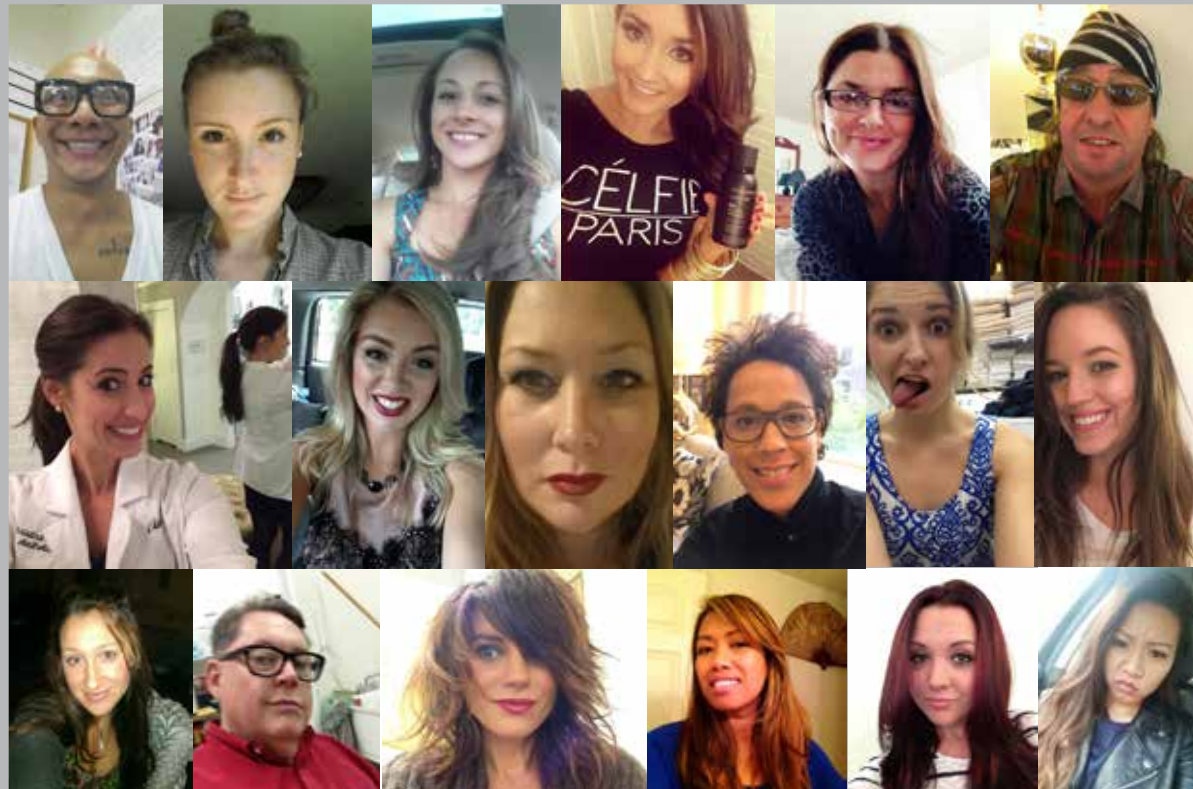
HOW WE GOT THE LOOK



Jane Iredale Glow Time Full Coverage Mineral BB Cream is a dynamic product that combines foundation, concealer, and moisturizer in a versatile one step

product. This was topped with **Jane Iredale Pressed Powder** which is water resistant and gives a sheer, semi-matte finish.

#SELFIE



Akari New Year's Resolutions

- Peter John** To be an amazing and awesome hairstylist
- Gillian** Get my driver's license
- Alicja** Be better at staying connected with old friends and family
- Chhoeun** Get toned and fit so I can rock it at my wedding
- Jae** Eat healthier
- Anna** Drink less coffee
- Georgia** Join a squash league and play as much as I can
- Christina** Be all around more healthy
- Darrell** Get in shape and meet a man
- Barbara** Remind myself to relax, breathe, and notice the inner stillness that is always with me.
- Jocelyn** Surf more and practice yoga more often
- Terra** Never take a selfie again
- Lindsay** Get back into painting and drawing
- Ali** Start getting regular singing gigs in Portland
- Abby** Don't sweat the small stuff and eat more chipotle
- Julee** Get a new car
- Evelyn** Go on a foodie tour and find a new favorite place to eat in Portland
- Jessica** Be a better friend
- Laura** Make time for playtime with my kids
- Franki** Make more people smile this year than last year

NEW YEAR, NEW MOM, NEW OUTLOOK



There was nothing I could take off my to-do list so I knew the changes had to come from within. I needed to make changes to my mindset, which required me visualizing who I wanted to be as a mother, professional, and woman, in order to prioritize what really mattered and organize my time most effectively. I made the decision to only think positive thoughts about going back to work. If I ever had the thought of "I can't" I pushed it away and told myself "of course I can."

spend less time on my phone, iPad, and watching Netflix and more time doing things that make me feel good: cleaning up my kitchen, doing some laundry, watching Wesley do tummy time, getting my color done during the weekend.

It is so easy to feel bogged down with life. My son has taught me that it is way easier and far more enjoyable to visualize and plan how great your life can and will be. With the New Year, don't think about the things you haven't done, don't have time to do, or can't afford. Focus, prioritize, and visualize the things that make you healthy, whole, loved, and full.

By no means am I perfect at practicing these habits of positive thinking. It is something that I am committing to practice for my son, family, career, clients, and self. This about shifting your glass to being a little more half full. It's way more fun that way!

— Jenny

As many of you may know, I became a new mom in August to my beautiful baby boy, Wesley. I had been prepped on all the difficult changes to expect with a new baby: less sleep, less time for yourself, less money to spend on yourself, less time to work out (you hear a lot of a hair stylist). It was definitely overwhelming to think about.

When my first week came to go back to work, I wasn't scared, nervous, or worried. I'd already played out how great it would all go so many times, it didn't feel like something new or hard.

I luckily had 12 weeks (thanks to Allan and the Akari team) to solely dedicate to meeting my new baby and learning this new mother thing. Maternity leave was a beautiful time. Before I could believe, though, it was time to return to Akari. The anticipation of going back to work was overwhelming. How does one balance work with all the new responsibilities that come with motherhood? I realized I needed to make some changes to my life.

I love my adult time at work. I relish in making people feel beautiful and powerful, adult conversations, getting lost in my craft, and working with a talented and amazing team. When my workday is over, I love being wife and mom. To be present with my son and husband: no phone, lots of snuggles and eye contact, home cooked meals, and a glass of wine.

I have prioritized my time, money, and energy to focus on what is most important and fulfilling. I am only exercising three days a week now so I eat healthier and my workouts are that much more intense and satisfying. I





A REFLECTION

Colorist Jessica's blog on her philanthropic stay in Africa

In college I dreamt about volunteering in Africa. Those dreams never came to fruition at that time because, as it turns out, it is not inexpensive to do such a thing. That is most likely why I shed a few tears as my flight made it's final descent into Addis Ababa and I realized that my feet would soon be on African soil. Despite all my fears of traveling to Africa alone, my dream would soon be realized.

I'll save you all the cliches about how volunteering in Africa will change your life, even though they are all true. Being immersed in a culture where generosity is as prevalent as poverty cannot help but humble you. Although it was initially uncomfortable to let go of my American boundaries, I had promised myself to be open to every opportunity. I connected with women despite the language barrier who brought me bananas and avocado as thanks and trusted me with their children as if they were my own. I practiced my Swahili with the locals, sang gospel songs with our taxi driver Kasanda, washed my clothes in a bucket, fed our Maasai guard rice cakes with peanut butter, climbed trees with the kids to see the soccer game over the fence, and most importantly became family with women from all over the world who have shared values and vision.

As I made my journey back to America, my family, and Akari I had 30 hours to reflect. With a degree in Psychology and a passion for philanthropy, I couldn't help but wonder, why Akari? My clients at Akari are cultured, empowered women who inspired me with their worldliness. I owe a lot of my African bravery to my clients who taught me (by example), that the world is my oyster and have encouraged me every step of the way. At the end of the day, my work is not yet done in Africa, but I have the good fortune of connecting with so many amazing women at Akari and that is what continues to sustain me. *Asante sana* (thank you very much) for seeing me through this.



Riding Coat with Trim, KATHERINE BARCLAY
Dyed Leggings, SKIN

Vegan Leather Jacket, KATHERINE BARCLAY
Lightweight Tights in Nirvana Heather, CRANE & LION
Silver bracelets, BARBARA SILVERSTEIN



Racerback Tank, CRANE & LION
Leather Skirt, KATHERINE BARCLAY
Silver bracelets, BARBARA SILVERSTEIN



Racerback Tank, CRANE & LION
Leather Skirt, KATHERINE BARCLAY
Silver bracelets, BARBARA SILVERSTEIN
Ribbed Sweater Dress, SKIN
Original Tights, CRANE & LION
Gold bracelet, BARBARA SILVERSTEIN
Clutch, TOSS DESIGNS



Hi-Low Cardigan, SKIN
 Racerback Tank, CRANE & LION
 Ankle Pants, CRANE & LION
 Silver bracelet, BARBARA SILVERSTEIN
 Emily Top, RONEN CHEN
 Ankle Pants, CRANE & LION
 Clutch, TOSS DESIGNS
 Gold bracelet, BARBARA SILVERSTEIN



Ribbed Sweater Dress, SKIN
 Original Tights, CRANE & LION
 Gold bracelet, BARBARA SILVERSTEIN
 Clutch, TOSS DESIGNS



LOOKING TOWARDS SPRING

By Gillian

A few months ago I took over as the buyer for Akari's retail boutique. In taking over this position I knew I had big (make that HUGE) shoes to fill. While I hope to uphold the legacy left by past Akari buyers, I also want to bring a more contemporary and fashion-forward vibe to the boutique.

Although my background is not in fashion (my degree is actually in Psychology) I like to consider myself somewhat of a fashion maven who has a good eye when it comes to quality and a strong understanding of complimentary structure and color combinations.

I began my Akari career working at the front desk. This position allowed me the privilege of getting to know many Akari clients, as I was often the first person to greet them as they arrived and the last face they saw before leaving. Through this experience I learned: There is in no way a stereotypical Akari client. Our clientele is as diverse as the services we offer!

With this in mind I set my main goal for my first buying trip: I wanted to purchase clothing and accessories that appealed to a diverse range of people and a diverse range of styles: Budget friendly to high end, youthful and contemporary to classic and timeless, fun and flirty to simple and elegant.

While I wanted to honor all of these variables, I also wanted to find items that surprised. Items you would not be able to find anywhere else in Maine. With Akari's services already at the forefront of the beauty industry, to keep the boutique up to speed, I knew I had to choose clothing that reflected the cutting edge of the fashion.



#SELFIE!
Allan Labos and Gillian rock NYC

A New Year, a new Akari. While you will still see client favorites including Katherine Barclay, Skin and Alo Yoga, we are adding several new lines just in time for Spring!



whitney eve

Eclectic and feminine, Whitney Eve is a contemporary collection featuring an array of silhouettes from convertible party dresses to charming menswear-inspired bodies that are complimented with alluring colors and exclusive patterns. Whitney Eve evokes a girly nature with a touch of punchy sass thanks to unique custom prints.

BEST KNOWN FOR: Classic silhouettes with bold prints, matching separates and the combination of edgy structures with feminine colors and patterns.

WHEN TO WEAR: If you are looking to create an edgy look with a feminine flair. Whitney Eve is your go to!

COMING IN 2015



TORN BY RONNY KOBO

A sophisticated ready-to-wear collection that celebrates individuality and bold style choices, Torn by Ronny Kobo puts a fresh spin on the concept of dressing up. From sculpted silhouettes to innovative prints and knitwear, this line excels in solving the what-to-wear crisis for any occasion.

Keeping in mind a customer's buy-now, wear-now mentality, Torn by Ronny Kobo masters accessible style that fits the ever-evolving needs of the modern woman.

BEST KNOWN FOR: Figure flattering, statement pieces that are current, tasteful and fun.

WHEN TO WEAR: Those in-the-know work the brand's versatile designs into their wardrobe, elevating everyday and event dressing through novelty and edge. Swap your favorite dress with one of Torn's matching skirt and top ensembles and instantly look chic and poised with a sexy edge.

EQUIPMENT

A luxury shirt brand that caters to the modern woman. Equipment is both timeless and innovative and exudes discreet sexiness in the form of luxe fabrics & unexpected details. Equipment's range of prints, fabrics, and shapes complement the many facets of the Equipment woman: She is strong, chic, elegant, adventurous, and above all sexy.

BEST KNOWN FOR: Beautiful and classic silk button-up shirts.

HOW TO WEAR: Pair one of these staples with tailored pants and a blazer for a classic work look or roll up the sleeves and wear with your favorite pair of skinny jeans for a polished yet laidback look.



DAVID LERNER



David Lerner was created to fill a niche as a woman's luxury basics collection. Using luxe fabrics sourced from all over the world that are as functional and comfortable as they are beautiful, combined with a perfectly engineered fit, subtle detailing and stitch designs as well as interesting cutting edge treatments; David Lerner embodies the best of sophisticated day to night dressing for the modern on-the-go woman.

BEST KNOWN FOR: Fashion-forward leggings that are of the highest quality, edgy and have great detailing.

WHEN TO WEAR: Looking for a seamless outfit transition from casual day off to night out? Throw on a pair of David Lerner's leather leggings with your favorite t-shirt and slip on sneakers and look instantly cool while still being super comfortable. Replace the sneakers with a pair of your sexiest heels and add an edgy jacket or blazer to go from your effortlessly cool day look to a trendy going out outfit with ease.



Stylist: Peter-John
Colorist: Jeffrey



Stylist: Frankie
Colorist: Jonathan

NOVEMBER'S FEATURED CUTS



Stylist: Peter-John
Colorist: Jeffrey



TORN by
RONNY KOBO
SPRING 2015

