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Looking Good in Lamorinda

By Moya Stone

Welcome to Lamorinda Weekly's new fashion column. Published quarterly, here readers will find fashion notes and news in our community and beyond. We hope you enjoy:



Animated mannequins don edgy and creative clothes as part of Jean Paul Gaultier's fashion exhibit at the de Young Museum. Photo Moya Stone

Trending: Fall is looming and that means back to school, back to work, and back to fashion. The theme for the new season is Individual Style, as we move away from designer brand outfits toward self-curated unique looks.

A bit tricky, I agree, but my advice is to start with what you like and feel free to mix and match. If needed, seek guidance from our local boutiques. So, just what are the elements of this season's trends?

- Midi and maxi skirts with slits
- Chunky-knit sweaters replace jackets
- Leather skirts paired with bright colored tights
- Layering
- Color and more color

Fall clothing is already arriving at **Zahra Boutique Salon** in Lafayette. Shop co-owner Shila Unal is excited about the more unusual trends for the season such as lace: "The lace is on unexpected places like arms and back." Some of the other trends she's got covered are midi skirts, leather skirts, and dresses which continue to be a popular choice for Lamorinda women. Layering is also big, and handy, too, for our mixed bag of weather here in the Bay Area. Unal has stocked a lot of bright colored tanks and tees to pair with this season's new cropped and slim fitting cardigans in subtle shades of beige and purple.

You've got to love color this season because it's everywhere. **Specialtees** in Lafayette says the color of the moment is orange. Once the lonely shade that no one dared to sport, orange is now voted most popular and Specialtees has it available from top to toe. Still feeling a bit shy to try? Perhaps start with just a touch of orange in a scarf. Other hot items in stock are colored denim jeans in various bright shades and printed denim in green paisley.

Stephen Ware, proprietor of **Ware Designs** in Lafayette, informs me that the trend in jewelry is to reuse and recycle. Locals are choosing to take their older or inherited pieces and have them re-designed. With 36 years of experience in jewelry repair and design, Ware works closely with his customers to create a whole new look using the metal and stones from existing jewelry pieces. Rings become pendants; earrings turn into rings . . . talk about curated style.

Happenings: **Glamorous Boutique** on Brown Avenue in Lafayette is getting a head start on Fall 2012 by

co-hosting a fashion show at 3 p.m. Saturday, August 25. Working with Susan Lenser from Mary Kay Cosmetics, boutique owner Eliza Jankochian is styling 15 models in 30 outfits. Jankochian is creating looks using fall trends such as layering and accessorizing. Featured will be cocktail attire and transitional season clothing. Lenser is doing the models' makeup. The event is free and will include raffle tickets sales with all proceeds going to **Shepherd's Gate**.

The summer buzz around **Jean Paul Gaultier's** fashion exhibit at the **de Young Museum** continues, but with the clock ticking there are just four more days left to see it again or (gasp) see it for the first time. The clothes are edgy and creative and fabulous of course, but this exhibit also includes something quite original - animated mannequins. Pre-recorded faces of models and actors appear on the mannequins by magic of hidden projectors. How fitting for Gaultier, known for innovative and provocative designs including Madonna's cone bra, to be the first to use such technology in a museum exhibit. The faces shift their eyes, speak softly and look so real you're going to want to chat with them. In addition to watching people talk back to the mannequins, Orinda resident and fashion follower Michael Beller enjoyed the remarkable crafting of Gaultier's fashions: "I always thought of clothing as art, and this exhibit exemplifies that thought." The Jean Paul Gaultier exhibit at the de Young runs through August 19.

Opening: Congratulations Lamorinda gents, arriving soon is a new men's shop for all your casual clothing needs. Tom and Roslyn Stenzel are opening **Venture Men's Goods** in the Clock Tower on Mt. Diablo in Lafayette. Stenzel says he's always wanted to run his own store and now is the ideal time after spending many years working in the apparel trade. The focus of the shop will be well-crafted fashions for seniors and professional men who have a sense of their own style. Favoring west coast casual, Stenzel will offer tops and bottoms including jeans, as well as jackets, shoes, and belts. The shop will have a family feel with seating for wives and kids to relax while dad shops. Target opening date is the first week of September. Check the "Venture Goods" Facebook page for updated information.

Till next time, go forth in style. Moya Stone is a local fashion writer and blogger at www.overdressedforlife.com.

Summer Camp Expands Students Minds in Design



Camp participants work on their designs, from left: Jennifer Seo, Jessie Keppler and Izzy Pauletech. Photo Susan Goldie

sewing a hooded sweatshirt with custom embroidery August 6-10. All three of the girls pictured have completed multiple camps or classes at Sewnow and have designed and made skirts, sleepwear and dresses, in the past. Students learned to work with proportions, stretch fabric properties, and how to design large-sized embroidery to be placed on the project. Some of the students chose to do zip front hoodies and to use color blocking in their designs. The biggest challenge for most students in the 401 Intermediate Fashion Sewing class was dealing with the stretchy quality of the knit fabrics and setting in the sleeve or sewing in the zipper, said Goldie. This is the 6th year of Sewnow's summer camp program. "I just love to see the camper's creativity translated into real fashions they can wear," Goldie said. -- J. Wake

Participants of the 401 Hoodie Camp at Sewnow in stretch knits, designing and





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