



Haute, Haute Hair

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Thursday, September 13, 2007

NEW YORK FASHION WEEK- SHOWROOM SHOWDOWN

Showroom Showdown

Not all fashion houses premier their Fashion Week collections with a runway show. For some designers, the idea of an intimate presentation in a showroom, storefront, or other interesting locale, is not only easier to manage, but a lot more fun.

Brands like Alice + Olivia, Tory Burch, and Twelfth Street by Cynthia Vincent battled it out for the coveted spot of prettiest presentation. Let the showroom showdown begin!

Alice + Olivia

Alice + Olivia invited AMBERmag.com to take a trip down the rabbit hole with their "Alice + Olivia in Wonderland" themed presentation! The design duo decked out their Bryant Park store with amusing Alice in Wonderland props set up to look like the infamous Mad Hatter tea party. Models mingled through the crowd in bright colors like emerald, coral, and golden yellow. While the stylish pieces didn't quite meet the over the top theme, their sleek design and trendy shapes put them in the running for best presentation of the week. Standout designs included the lengthy satiny dresses and wide leg trousers, which are slowly but surely edging out all things skinny.

Twelfth Sweet by Cynthia Vincent

Soft and chic was the theme of this presentation. With public relations rep Melissa as our guide, AMBERmag.com was led through a maze of soft chiffons, supple leathers, and cashmere light sweaters. Cynthia Vincent paid special attention to details this season, adorning blouses and jackets with studded stars and dresses with pretty prints. Her grandpa sweaters were anything but old, produced in the softest cashmeres and cutest colors. As an added bonus, her great accessories featured shoes in gilded metallics or velvety ostrich.

Tory Burch

In what was perhaps the chicest presentation for Fashion Week, upscale designer Tory Burch premiered her fashions at the ultra exclusive Christie's Auction House. Just a few short years into the fashion game, Tory Burch's designs have evolved so well, they could easily compete with fashion heavy hitters. Think simple luxury, with pieces like a white shift dress decked out in gold reflectors and topped with a tangerine cardigan or a shiny yellowed tank paired with a wide cool belt and chain link necklace. If you are the prim and proper type, Tory's silver mirrored shift not only takes your style up a notch, but also comes complete with built in accessories, with the jeweled collar. Tory's collection mixed textures, featured great separates like work appropriate trenches and cropped pants, and brought in interesting accessories like belts and bags.

Because she offered elegant and interesting pieces in an equally elegant and interesting space, designer Tory Burch wins the showroom showdown!

By Keisha Crosby

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