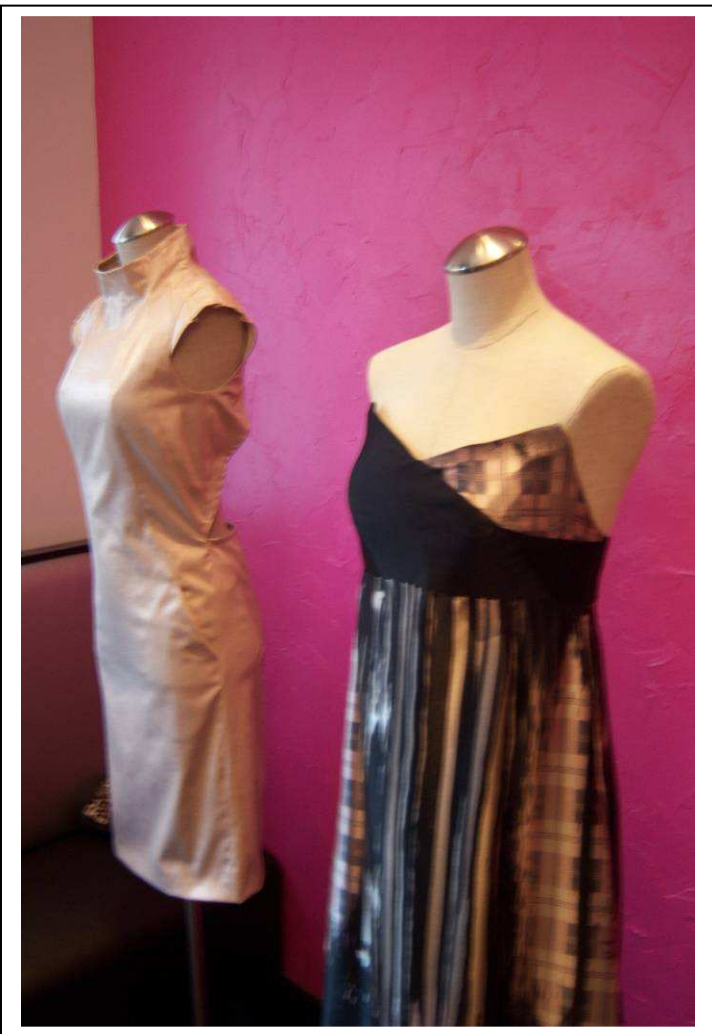


Chicago Fashion Fix



Province The Moda Series Fashion Industry Networking Nights with Featured Designer Nora Del Busto
By Brittany Johnson



On August 11th Chicago Fashion Foundation hosted The Moda Series: Fashion Industry Networking Nights in partnership with Province restaurant to view fashions by designer Nora Del Busto. It was an evening of summery weather when I arrived at Province where there were pops of color and modern aesthetics. The night started with free servings of hors d' oeuvres to a room that quickly filled with designers and fashion muses. An hour into the evening Nora Del Busto was introduced as CFF's scholarship winner and Macy's incubator where she had a viewing of three pieces from her premier line this fall.

Nora Del Busto competed in fall 2007 for a scholarship based on a design competition that included four finalists with the winner chosen by a panel of judges. Nora's design was a black satin dress and ivory wool/cashmere mix coat with satin details. She received her B.A. at University of Michigan and a J.D. from Loyola before she decided to redirect her career to focus on becoming a designer. When she joined CFF's incubator she decided to launch her line in March 2009. Crediting CFF as being the mainstay has helped her with networking and meeting designers and other industry professionals.



Nora's first line will be a capsule collection that is a small representation of what will be shown in the fall. Her inspiration is architecture with creative elements inspired by architect Zaha Hadid. A British woman architect that has been greatly noted for her multiple perspective points and fragmented geometry that evokes the chaos of modern life.

Nora displayed three dress pieces that used simple motifs and hues with knee-length cuts. Her A-line dresses were sleeveless and revealed back-outs cut slightly above the waist with heightened neck collars, geometric patterns, and one strapless piece that used vertical lines and murky hues.

Designing for the artistic professional in the ages of 25-40 years old - for the fall, Nora will only feature pants, shorts, denim jackets, and skirts - and introduce designs that uses muted grays, pink and many neutral colors.

The night continued with guests mingling while they sipped cocktails and discussed fashion. This evenings Moda Series event will jumpstart monthly fundraising cycle of fashion viewings and inspirations from some of Chicago's freshest designers. "The evening was definitely a successful event," said Nora. "I didn't know what to expect because I hadn't been part of anything like this before and this was CFF's first time hosting it. I met a lot of jewelry designers as other industry-minded professionals that evening."

Be sure to keep your eyes peeled for the next two announcements for September and October as CFF will showcase designs by handmade jewelry and accessories designer Eniko Gaeto and stylish swimwear and accessories designer Jay Moore with Maddie Powers.



province

The Moda Series
Fashion Industry Networking Nights

Tuesday, August 11, 2009
6 p.m. - 8 p.m.
Showcasing design and inspiration by:

Nora Del Busto
Winner of the first CFF Scholarship Award and Designer for Macy's Fashion Incubator!

In partnership with the Chicago Fashion Foundation, join us at **Province** every month for fashion viewings and inspirations from some of Chicago's freshest designers.

Enjoy signature cocktails and gratis hors d'oeuvres.

Recommended donation of \$10 to the Chicago Fashion Foundation per guest to attend.

cff **fashion** **FOUNDATION**

The Chicago Fashion Foundation provides academic scholarships to Chicago-area college students majoring in fashion related studies and coordinate educational programs for the Chicago fashion community.

province

An American restaurant with cuisine inspired by Central and South America and Spain.

Located at 161 North Jefferson (Between Lake and Randolph)
312.669.9900 | www.provincerestaurant.com





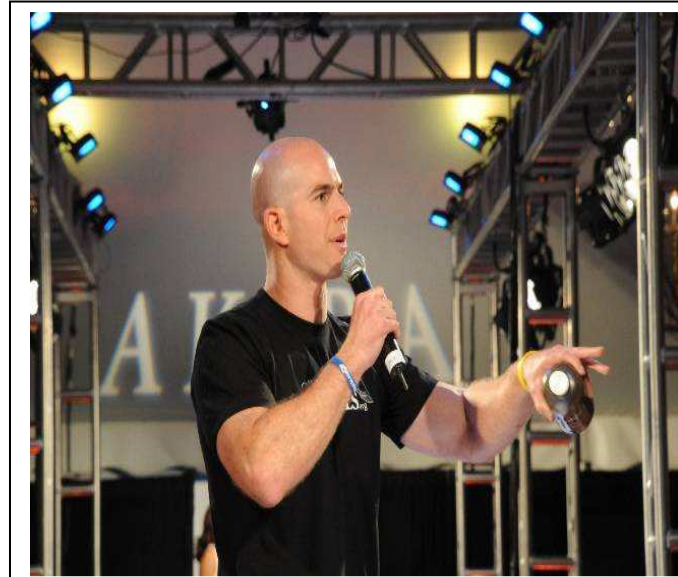
The Tudor Rose Presented by Akira and Imerman Angels

By Lauren Hutchison

Akira presented their fall collection at the 6th Annual fashion show event on Sunday, August 30th to benefit Imerman Angels, a one on one cancer support organization.

The Galleria Marchetti served as the backdrop to the Shakespearean themed gala featuring indoor and outdoor entertainment, with special performances by Lee England Jr. the hip hop violinist, the Shannon Rovers, and Fabrice Calmels the principal dancer from the Joffery Ballet.

Guests perused the abundance of silent auction items available including handbags from Marc Jacobs and Cole Haan to tickets for the Bears, Blackhawks, Cubs or Sox's games. Akira provided an on site shopping experience with several racks of their hottest clothes and accessories in addition to the one hour show stopping fashion show.





**Member
Spotlight on
Kristen
Goede of
Objects D'
Envy**

By: Brittany
Johnson



Former graphic designer, Kristen Goede gained popularity with her mini-clustered "Rock Candy" collection. Her signature line featured bold chunky trinkets with explosive colors sparkling many looking to extend their existing motifs. This fall she hopes to capture the same zest with her new line "Cachet". The name Objects D' Envy is derived from the French word Objects D' Art to describe why women like to see what other women are wearing. Since 2004, Kristen has used Swarovski crystals to design expressive elements of bold and bulky to create envious objects.

However, not knowing enough about the fashion industry she turned to the Chicago Fashion Foundation for guidance when she first started her business. Attending educational seminars proved to be the most valuable for Kristen to learn about the industry and working with buyers and other businesses. "CFF helps promote fashion and designers," said Kristen. "I've made many friends, referred customers, and have partnered with them to promote their business."



Thanks to the amount of exposure her line has received because of her belief in the value of PR and working with a publicist her jewelry has draped the wrists and necklines of a gamut of celebrities like Gayle King, Paula Deen, Stacey London, and others.

"PR is a great way to tell a lot of people about the line. I do a lot of it myself - contacting editors and producers," said Kristen. Despite the economic downturn, her clientele continues to pamper themselves with her jewelry that has prices ranging from \$50-\$400. "They feel luxurious and it gives them a little boost to extend their wardrobe," said Kristen. "It gives professional women in their late 20s to 60s or stay at home moms something different to wear with a pop of color."

Sticking with the same formula Kristen's theme more is more for her fall line titled "Cachet" will bring extravagant crystals, embellished evening jewelry with a burst of techni-color, neutrals and flame that mirrors 80s hues.

Featured as one of Macy's Designers of Chicago Shop for three consecutive years you can find Kristen's colorful line carried in Macy's and in select boutiques.



Chicago Indie Collection Shopping Event at Oakbrook Center

By Jennifer Burrell

Eight fabulous Chicago designers set up shop at Oakbrook Mall in September for the final installment of the Chicago Indie Collection Shopping Event. Organized by See More Shopping, the event featured a diverse group of local designers including 1154 Lill Studio, Custom Baubles, Heidi Hess, See Jane Sparkle, Kate Boggiano, Evil Kitty, Killion Clothing and Juliet Jewelry. From the exquisite hand loomed knit wear of Heidi Hess to the fun, custom made handbags from 1154 Lill Studio, shoppers had a variety of items to choose from. In addition, many of the vendors offered at special discounts exclusively for the event. Below are just a few of the designers who participated:

Kate Boggiano is known for its cool and contemporary line of shirting. Produced with a soft cotton and spandex blend, the shirts are extremely comfortable and are professional for work but can be dressed up for an evening on the town. The Kate Boggiano line is produced in the USA and can be purchased locally at Floradora in Chicago, Sweet William in Hinsdale and select retailers across the United States. Look for the newest line of contemporary dresses coming soon to local retailers.

Time Out Chicago says "If Missoni's space dyed knits mated with Chanel's lady like tweeds, the offspring might look something like Heidi Hess Designs hand-loomed knit wear". Heidi Hess creates comfortable and sophisticated knit wraps, sweaters and shawls. Her knitwear is light enough for a cool summer evening, but warm enough for Chicago's chilly winters. After being seen in her own creations, people would constantly ask Heidi where she purchased her wraps. Of course, Heidi made the wraps herself and eventually decided to turn her passion into a business. Today, Heidi has a successful and growing business and has plans to open a retail store in Chicago sometime in the near future.

1154 Lill Studio is an innovative company that allows customers to custom handbags and accessories from custom fabrics. Jennifer Velarde, Founder/President of 1154 Lill Studio, started her business in 1998 out of the desire to get out of the corporate world and do something more creative. More than 10 years later, 1154 Lill has retail locations in four cities, a thriving online business and a growing product line that includes not only handbags, but also cosmetic cases, baby bags, bridal bags and accessories.

Having great inspiration and a strong point of view is a must for any designer. See Jane Sparkle creates unique vintage handmade jewelry inspired by Coco Chanel and Duran Duran. All of the jewelry is crafted with semi-precious stones and handmade jewels and boasts names such as the "Coco", "Elsa" and "Gabrielle". Creator Sara Jane Abbott has an extensive background in the fashion and design industries and lends her creative eye and expertise to her colorful line of rings, necklaces and earrings.

Chicago's local design community is thriving due to its unique product offerings and dedicated customer following. The Chicago Indie Market was just another example of the many talented designers that Chicago has to offer.

Fall Trends

By Leah Christoforidis

This season is all about sophisticated leggings, skinny skinny jeans, jackets, black, plaid, animal print, and statement jewelry. *Veruca Salt* is the perfect place to find this fall's must-have items. With one store just steps away from the loop and the other in trendy Bucktown, this boutique offers the designers they love to wear at a reasonable price point. The collection continuously evolves to fit the needs of every woman and the pieces can easily be incorporated into any wardrobe. Some trends to be sure to view include:



Scarf \$25

Denim \$159 James Jeans

cardigan \$69 Piko 1988

Top \$32

Sophisticated

Leggings: The runways are filled with leggings in various colors and patterns. Paired with an oversized striped sweater or your favorite plaid blouse, the look provides comfort and style.

Skinny Skinny

Jeans: The denim keeps on getting skinnier, so skinny they look like leggings. Skinny skinny jeans look great with a motorcycle jacket or stylish cape.

Jackets: Leather jackets over denim and boyfriend jackets paired with miniskirts are big this fall.

Black: The past few seasons have highlighted a lot of color, but black is the key to this fall's collection. It can easily be mixed with animal print accents or a big piece of statement jewelry. Black is back!



Jacket \$112, Piko 1988
Dress \$110 Collective
Concepts



Dress, \$496 Susana Monaco

Plaid: There are many ways to wear plaid this season. Plaid tops, skirts, dresses, fitted capes, and jackets are in every store window. If you're not ready for a bold knee-length plaid, try a plaid scarf with a white button-down and a pair of skinny jeans.

Animal Print: Mix in a traditional animal print top under a red jacket, or pair animal print shoes with a black dress. Colorful animal print can be found in leggings, dresses, tunics, blouses, and accessories.

Statement Jewelry: Big bold jewelry adds an accent to a simple black dress. Necklaces are being layered and bracelets are being doubled up. This is an inexpensive way to update pieces that have been in your closet for years.



Animal Print Top \$80, Collective Concepts
Necklace \$40
Leggings \$116 Susana Monaco



Denim, Hudson, \$176
Top \$75, Piko 1988

Visit Veruca Salt at 521 North Kingsbury and 1921 North Damen in Chicago or at www.shopverucasalt.com. Don't miss the Shop and Save event the last week of October. Weekly designer discounts can be found on Facebook or via their mailing list.

A Word from the CFF Board

The Chicago Fashion Foundation will be having it's Annual Scholarship competition to be held in March 2010 with this years theme: "Chicago's Sister Cities: A Global View of Design." Those who are picked to become finalists have the opportunity to win one of three different awards given; \$5,000 for first place, \$1,000 for second, and \$500 for third.

Future of Chicago Fashion
2010

Student Design Competition

Submissions deadlines are as follows:

Storyboards and Essay:
October 15, 2009

Completed Looks for Finalists:
February 15, 2010

For more information and to get an application visit the scholarship page at Chicagofashionfoundation.com

To contribute to CFF newsletter, please contact Lauren Hutchison: Lauren@chicagofashionfoundation.com

CFF Bulletin

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