

THE FASHIONISTAS

NOVEMBER
Newsletter

Issue Nine: 2007

HEIDI'S WORLD



Hi Fashionistas,

Our glamorous, event-filled fall social season has come to a close and I, for one, am looking forward to kicking off my high heels and spending a few nights sitting with my family in front of the TV eating pizza and watching the new season of Project Runway.

We started the season in August with a bash to kick off the F.I.G. Finale, honored our local couturier, **Michael Faircloth**, with a show at Fashion on Main in September, were given the star treatment by D Fashion and Cadillac at LIFT, had a trunk show for TOMS shoes which helped provide shoes for poor children in Africa, celebrated the haute couture fashions and furniture of **Maurizio Galante** at Scott + Cooner, launched our Lancôme/Fashionistas Front Row Collection (available exclusively at the Lancôme Boutique through November) and were the beneficiary of the Oscar de la Renta fashion show and V.I.P party at NorthPark's Fashion at the Park. The beautiful Oscar dresses I bought (10% of the purchase price was donated back to THE FASHIONISTAS) were certainly put to good use.

You can always tell when things are changing in a girl's life because her hairstyle changes. The more dramatic the change in hair, the more dramatic the changes in her life. Well, I recently had a long, luxurious set of extensions installed by my boyfriend **Austin Valles** at Kevin Charles Salon. Very dramatic! Having a glorious main of hair has made me realize that hair is power for a woman, but that's

Announcements

NEW FASHIONISTAS

Please welcome: **Julie Lieberman, Caryn Fonberg, Renee Howard, Laurel Garvin, Dr. Michelle Bassichis, Amy Scott and Ellen Talley.**

THE FASHIONISTAS BOARD OF DIRECTORS

Doss Alexander, Greg Asher, Suzanne Bock, Catherine Colombo, Guillaume Coutheillas, Connie Dieb, Michelle Esposito, Ricardo Fernandes, Karen Garrett, Jessica George, Joyce Goss, Geoffrey Henning, Liani Kotcher, John Libby, Alonso Martinez, Tayler Sandvick, Lawayne Schrader, Jacquelin Sewell, Gavin Smith, Alvin Steffey, Amanda Sterett, Maxine Trowbridge, Christen Wilson, Robyn Wise.

THE FASHIONISTAS ADVISORY BOARD

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THE FASHIONISTAS TWO NEWS

Welcome new F2's: **Shaina Rosenthal, Emily George, Shannon Devore, Meredith Leach, Jane Anne Alford, and Amanda Lisak.** University of North Texas Artwear Students: **Hanh Dang, Jackie Godbois, Liz Hannon, Terresa Hardaway, Bethany Harding, Taryn Hatcher, Lakindra Hawkins, Laura Hodges, Marionette Jimenez, Eva Lin, Candace Locke, Candice Loud, Kirsten Maeder, Alison Morgan, Khanh Nguyen, Cyn Patschull, Megan Paur, Christalyn Peach, Hannah Phan, Tracy Popken, Blanca Renteria, Luz Resto, LaTosha Rowry, Lynzi Springs, Carolise Stroech, Kelly Sulak, Jital Vaghela, Elvia Vigil, Anne Marie Williams, Jessica Woytek, Annie Yang.** Southern Methodist University Retail Club: **Alexandra Brown, Allie Shaffer, Amanda Taylor, Anita Pandian,**

another story. There are big changes ahead for THE FASHIONISTAS, which you will hear all about in January, so stay tuned.....

Until then, have a wonderful holiday season and stay fabulous,

- Heidi

UPCOMING EVENTS

Billion Dollar Babes Sample Sale

Billion Dollar Babes is an exclusive, invitation-only national sample sale held in New York, Los Angeles, San Francisco, Chicago, London, and on December 7th and 8th in Dallas. Each two-day sale features 40+ designer labels and attracts nearly 4,000 shoppers from celebrities and their stylists and publicists, to entertainment and music industry executives. BDB combines European designers such as Vivienne Westwood, Missoni and Agent Provocateur with contemporary favorites such as Diane Von Furstenberg, sass & bride, and Catherine Malandrino. Billion Dollar Babes is giving us 10% of everything purchased by a FASHIONISTA. The December 7th and 8th event will be held at F.I.G. For more information, visit www.billiondollarbabes.com

Ashley Miranda, Blair Quick, Caitlin Myers, Catherine Lowe, Chanel Rizk, Eli Goicochea, Elizabeth Hopkins, Hannah Andrus, Helen Brock, Jessica Di Piazza, Kate Hall, Kelly Pearson, Corey Adams, Kristin Canfield, Lacy Radcliff, Lauren Romo, Madeline Haugh, Marguerite Poeske, Megan Tague, Megan Weeks, Mercedes Ulibarri, Natalie Bornowski, Nikki McDaniel, Rachel Katz, Sabarina Rasor, Samantha Watkins, Sara Scheible, Sharde Thomas, Sterlyn Tapp, Valerie Edwards, Yelena Katchan. El Centro College Fashion Club: Amalia Milla, Artisha Campbell, Ashleigh Davis, Beatriz Martines, Carlos Urbieto, Carmen Martinez, Carrie Jackson, Charity Dela Garza, Cleopatra Brown, Crystal Pulliam, Donella Olephant, Dorothy Coronado, Fathiya Ibrahm, Gracie Martinez, Hannah Lee, Heather Loos, Hydee Lopez, Jesse Arredando, Jodi Gastright, John Devot, Jorge Luis Luciano, Karen Regis, Kelly Stevenson, Kendall Hailey, Kim Keeton, Kimberly Jackson, Lauren McGough, Manuela Rivera, Matias Gonzalez, Natanja Johnson, Rikki Fowler, Shatara Watara, Stephanie James, Stephany Fraser, Tahira Abdur-Rahman, Valencia Butler, Watsana Kotchaphan, Yvonne Johnson.

PAST EVENTS

Oscar de la Renta Fashion Show and V.I.P. Party

By the time the last gown exited the runway at the Oscar de la Renta show at NorthPark's Fashion at the Park, you could hear a pin drop. Maybe it was the blissful sounds of Polyphonic Spree soundtrack or the fact that everyone in the tent knew that they were in the presence of a master. The show consisted of Oscar's favorite looks from his Resort and Spring collections - all hand-picked by the designer himself - and touched upon several key trends - tribal patterns, beading, bright color and safari looks. The glamorous V.I.P. party at the Oscar de la Renta boutique after the runway show was definitely the hot ticket during Fashion at the Park.



So many people wanted to attend that they had to cut off rsvp's several days before the event! Several hundred people enjoyed the Todd Events chic decor, artistic bites by Suze and D.J. Brandon Olds, who kept the vibe going past closing time. Oscar CEO, **Alex Bolen**, and his wife **Eliza** (she's Oscar's step-daughter) flew in for the festivities. Alex was very impressed by the turnout of so many of our attractive Fashionistas. Store manager, **Mary Lou Connor**, told me the next day that they had to turn off the music and shut off the lights to get everyone to leave at 9:45. www.oscardelarenta.com



TOMS Shoes Trunk Show

After a trip to Argentina, entrepreneur **Blake Mycoskie** was inspired by their traditional shoe, the *alargatas*, and struck by the country's poverty and health issues. He created TOMS (TOMS is short for tomorrow) with a singular mission to make life more comfortable. TOMS accomplishes this by making a shoe that feels so good you never want to take it off and by matching every pair purchased with a donation of a pair of shoes to a child in need. Blake and his team, which includes his mom **Pam Mycoskie**, are currently in South Africa giving away 50,000 pairs of shoes to impoverished children. You can read all about it on their website blog. We were fortunate to have the opportunity to meet this extraordinary young man - thanks to Fabulous Fashionista, **Jacquelin Sewell**. www.tomsshoes.com

Lancôme Launch of The Fashionistas Front Row Collection

If you're going to sit in the front row, you MUST wear our Front Row Collection, available exclusively at the Lancôme Boutique NorthPark. This is our second collaboration with the esteemed cosmetics house, and it just keeps getting better. The collection consists of lip pencil, lipstick, lip-gloss, blush, eyeliner, eye shadow collection, mascara and an eye shadow brush. All of which can be purchased individually, but if you buy the entire collection, you will receive a very attractive black train case- all for \$241.50, plus tax - and 10% goes back to THE FASHIONISTAS.

To celebrate our collaboration and launch this fabulous collection, Lancôme threw a party at my house. I really like the parties they throw because they always bring a team of the most talented make-up artists with them. Party guests were treated private instruction on how to apply the collection for a day or evening look by the Lancôme team of artists; **Debbie Martin, Sandy Ellis, Jaime Demmey, Oslyn Holder, George Paniagua, Jana Michaels, Jenn Monroe and Alison Tohlen.** course **Ross Burton**, Lancôme's National Artistic Director, **Vanessa Dabich**, Director of Public Relations and store manager **Tori Kingley** were on hand. Ross and Vanessa took my breath away by presenting us with an unexpected check for \$5,000! www.lancome.com



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Scott + Cooner Party for Maurizio Galante

Furniture and fashion designer **Maurizio Galante's** couture clothing can be seen at the Victoria and Albert Museum in London, the Costume Institute in Kyoto and the fashion catwalks of Paris, New York and Milan. He has presented his collection at the Paris Haute-Couture shows since 2006. His furniture designs incorporate his manner of folding fabrics and cutting them into ribbons. Each piece is a work of art. Thanks to **Lloyd Scott** and **Josy Cooner**, we had a chance to meet the out-going, debonair Italian designer and view his breathtaking clothing and furniture at the showroom of Scott + Cooner. Fashionistas mingled with interior design types and took in Dallas' best selection of contemporary furniture design. Instead of building a house, I should have just moved into their showroom. www.scottcooner.com

FABULOUS FASHIONISTAS

Kelly Alexandra - At the age of twelve, Kelly Alexandra is an upcoming young jewelry designer. Her career path began three years ago when she took jewelry lessons at Momminia Avant Garde Jewelry in Cold Spring, New York. These lessons were pivotal for Kelly's career as they taught her valuable lessons about the various tools of trade and how to make durable jewelry. Kelly began spending her weekly allowance on equipment and even semi-precious stones for her newfound hobby. Since then, she has become a well-known patron of local bead shops in both New York and Texas and a connoisseur of each element in her work.

Kelly's flourishing creativity and maturing talent work together to form one-of-a-kind necklaces and earrings, she designs and handcrafts each piece, often working weeks at a time on a single necklace. Each piece is not only a fashion accessory but also a piece of art in and of itself, inspired by nature's beauty. Kelly Alexandra's unique jewelry caught the attention of all who saw it and the requests for them started pouring in. Since then, Kelly has appeared on Good Morning Texas and her jewelry has been worn by models in fashion shows across the metroplex. Most recently, Kelly was accepted as one of the artists at renowned designer Abi Ferrin's Revolving Door in Dallas, Texas. www.kellyalexandra.com





Lisa Garza - If you are a regular on the Dallas social scene or are lover of fine dining, you have undoubtedly sampled cuisine by Lisa Garza of Suze Restaurant and catering.

Lisa's love of design and food began at an early age. Always stimulated by art and fine dining, she was an honors student in communications and studio art and at sixteen, motivated by the desire for financial freedom, began working in the restaurant industry. By age seventeen she began, what would become, a fifteen-year culinary arts apprenticeship and love affair with executive chef and husband, Gilbert Garza. She still found the time to study abroad as a Rotary ambassador to Germany where her Agrarian, Dutch American upbringing and love for European living came together. She graduated with the honor of being the only student to complete an advanced independent study in studio art. Her mediums now included food, metal sculpture, oil paint, acrylic, glass, and canvas making.

Designing aprons was just another step in the evolution of the artist. It began with her personal collection of fine vintage aprons dating back to the 1800's. She paired them with many 50's and 60's era clothes when managing and attending events for her nationally acclaimed, award winning Suze Restaurant & catering. Soon, this style became a recognizable element of her signature style.

She applied her childhood perspective on design without boundaries by designing aprons for dresses that she could not accessorize from her collection. The first was for her Carolina Herrera hosting attire. She wanted every detail to be perfect for the grand opening and met with the manager to style the ideal ensemble. After the first design, she began designing others, with the quality and style you only find in vintage and fine linens.

Her dear Dutch grandmother made her first apron for her. It was lovingly hand embellished with heirloom Dutch lace. She would wear it when she cooked for her grandmother while pretending to be another of her idols, Julia Child. The aprons became an expression of who she was and the work she dedicated her life to doing. Cooking, feeding others, serving and giving were just another artistic medium to be explored through the creative eyes of a child that saw the world and its materials as an endless artist palette. www.suzerestaurant.net

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