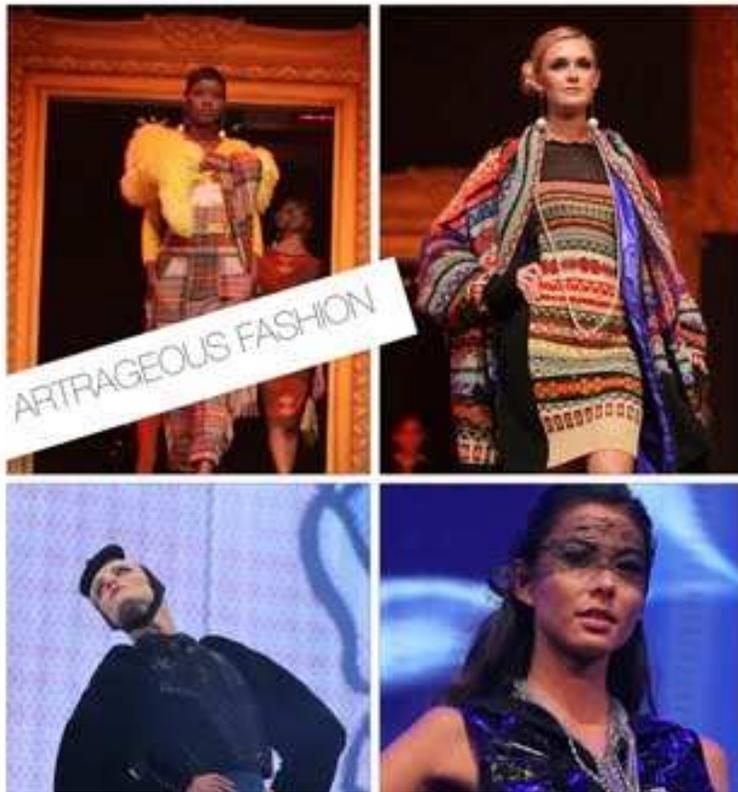


# Chicago Fashion Fix



## Macy's Glamorama

By: Jenny Lezan

This year [Macy's](#) continued its annual Glamorama Passport Presents fashion extravaganza. The night's theme was dubbed Artrageous. The name says it all. Art, fashion and outrageous performances by some of the top artists out there right now and to top it all off it was for a good cause! Performers included [Ceelo Green](#) and [Far East Movement](#). The night highlighted fashion from Kenneth Cole, Karl Lagerfeld, Jean Paul Gaultier, [Marc Jacobs](#) and [Sonia Rykiel](#). It was also dedicated to a good cause: The Ronald Donald Foundation. Chicago was absolutely touched and inspired by the story behind this year's family story. Alisha Van Fossom was Macy's Ambassador kid for 2011. You can check out her complete story [here](#). Make sure you follow her on twitter and stay inspired! You can check her out here: [@AlishaVanFosson](#) - An inspiring kid with one amazing story!

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Now, the fashion for the evening was extremely on trend for the season. The collections brought forth some excitement for fall. The top 3 of the evening included: Karl Lagerfeld for Impulse, Marc Jacobs and and Sonja Rykiel. Below you can find a break down of the trends and options for transitioning into them for the Fall.

### **Sonia Rykiel**

This season, Sonia's fall line has been infused with touches reminiscent of the 70's era past. The deep colors that transition amazingly from fall into winter are offset by bold patterns like argyle, splashes of sparkle and hints of fur. The line feels a bit out of the movie "Saturday Night Fever", but has a hipster edge to it that makes it feel tough, but elegant. Sonia's line relies heavily on layering. Therefore, the best tips to take away when styling her garments include working in layering with outerwear and dresses that the line carries. Adding on gold accessories creates a complete look. You can pick up pieces from the Sonia Rykiel line [here](#).





## **Marc Jacobs**

The A/W line for Marc Jacobs was filled with luxury. Marc had a 40's/50's Mad Men gone wild undertone to his line. From bold fur jackets to wasp waist pencil skirts and peplums, his vision was divine. His silhouettes were incredibly feminine, but were balanced with masculine military touches in some of the pieces. The best way to work these styles into your wardrobe would be a statement making piece at a time. The jackets were the most noteworthy and make a great addition to any professional wardrobe this fall. You can check out more of the pieces [here](#).

## **Karl Lagerfeld for Impulse**

The official viewing of this line has been a long time coming for Chicago. The line was absolutely worth the wait. Karl definitely had the working woman in mind when designing this collection. The pieces are all interchangeable separates that any professional fashion forward woman can add easily into her current wardrobe.

The line isn't too stuffy and has a bit of a 60's mod feel with its shift dresses and leather leggings. Make sure you check out the accompanying slideshow here on the column to see some closeups of the impulse line. These items are listed at smart prices that any Midwest gal could afford and are easily adapted to any current rotation of professional suits and separates. Pick up the looks [here](#).



## A fashionable business; Noblivity

By Leah Christoforidis

Chicago's Noblivity, coined from a term meaning noble creativity, is changing the landscape for small and emerging brands around the world. A business to business marketplace for designers and independent boutiques, Noblivity enables a small label to reach a global audience by giving specialty stores access to high-quality, unique items from fashion's finest newcomers. The company demonstrates real innovation and further proves the fashion industry's growing dependence on technology.

Founded by Andrea Williamson in 2010, Noblivity emerged from Excelerate Labs's Chicago incubation program for start-ups and has instantly made an impact on the world of fashion. After 13 weeks in Excelerate's intensive summer program, the company built a ten person team that now links over 200 brands with 6,500 store fronts. Noblivity now features designers from over 50 countries with its participating boutiques having store fronts in the US, Canada, and Australia.

To get started, designers submit an application to Noblivity that includes line sheets, brand history, website details and product history. Each designer is fully vetted by Noblivity through an interview process to ensure the quality of the product and integrity of the designer. Only authentic, unique clothing and accessories make it to the marketplace. This review process requires anywhere from a week to a month to complete.

Once approved, the designer creates a web page to highlight their designs. The Noblivity staff helps create clean, crisp photos, and supports the designers in virtually presenting the collection. For designers that have little, if any, capital to take their collection on the road, or for those tired of presenting at tradeshow, Noblivity provides a safe, trusted platform that aligns designers with buyers. Designers need not worry about the authenticity of their buyers, as each boutique is also reviewed prior to membership acceptance. Additionally, there are no upfront costs or fees associated with posting products, or contracts. Noblivity is purely driven by success – with the designer paying a small percentage of each successful transaction.

For boutique owners in search of quality and exclusive must-haves, Noblivity provides a direct link to hand-selected merchandise sure to satisfy any clientele. Membership is absolutely free, with the opportunity to collective buy, and provides special perks on a daily featured item. Newsletters keep buyers informed of new, relevant products, and buying involves a seamless, single transaction.

While Noblivity is a business to business network, it is also developing tools to help shoppers. Consumers should be on the lookout for the new boutique locator. The search tool will be designed to let consumer know where to stop for the season's hottest items. Other unique features are planned which are sure to solidify Noblivity as the innovative marketplace for the specialty retail industry.

<http://www.noblivity.com/>

# Fall Trends Report Featuring clothes from Neiman Marcus

By Lauren Hutchison

**Taking influences from 70's glamour and adding new luxurious accents to the table; fall trends for 2011 are offering creative and new ways to express yourself. For both women and men, existing wardrobes can transition to boast the latest trends by adding a few key pieces.**

**Women can explore the many options that are now available for clothing and accessories in fur accents. In addition there are prints emerging such as snake skin, polka dots, and a variety of graphic looks that can mix in with some of your existing timeless pieces. Men can add new accents to the wardrobe like a plaid tie or a wool sport jacket to evoke a modern look that embraces the trends.**

**This trend report focuses on key Fall Fashion looks that can enhance your wardrobe showcasing clothes from Neiman Marcus.**



Photography provided by Francis Son. [www.francissonphotography.com](http://www.francissonphotography.com)

Hair and makeup provided by Anna Suarez Studio62 Master Hair Design, [www.studio62salon.com](http://www.studio62salon.com)

Looks styled by Lauren Hutchison

Models throughout: Evie P., Elena Mitova, Erin Gipson, and Jason Gorczyca.

# Key Fall Fashion looks for women

## Fur Accents

**As the weather starts to change add warmth to your style and embrace fall with fur accents supplemented into your ensemble. Whether your preference is faux or real fur designers are offering up a plethora of options this year with glamorous ways to incorporate this trend into your look. Pictured here is a fur asymmetrical skirt tempered with a lightweight asymmetrical tank that seem to balance each other out seamlessly for a fresh take on a night on the town ensemble. Take your favorite skinny jean and add a fur embellished cardigan to create a look that can transition easily from day to night.**



# Polka dots

**A key trend for patterns is Polka dots; designers across the board including Marc Jacobs, Stella McCartney, to Valentino are showing these patterns in a variety of ways. Pictured here a cashmere polka dot black and white cardigan takes on a classic look when paired with a chic cobalt blue and black dress. Black and white with pops of bright color are also prevalent amongst the fall trends.**





## Snake skin print

**Fall still has animal prints on trend, but the biggest print emerging from the wild is snake skin. This print can effortlessly go from day to night based on the pieces that you pair with it. Take a classy silhouette like a well tailored pencil skirt and then pair a silk camisole with a coordinating blazer for a powerful business look for day. Simply remove the blazer for an after 5 look or night on the town.**



# Lace



**Lace is not going anywhere from last year as it is still incorporated in modern ways to add texture and detail to the every day piece. Typical silhouettes like a T-shirt or a long sleeve shift dress are now giving off a new appeal when constructed out of lace. Pictured here is a standout lace dress from Neiman Marcus that has an understated versatile glamour. One key accessory on trend for fall is choker necklaces. When added to an ensemble a choker necklace can become a focal point that draws the eye in as they are statement pieces.**

# Key Fall Fashion Looks for Men

## Plaid Ties

**A tie can make a big impact on your total ensemble. This season plaid makes an appearance in the form of a narrowed down skinny tie. Pictured here is a Gucci shirt and tie that can take your look to the next level of sophistication while still staying on trend.**



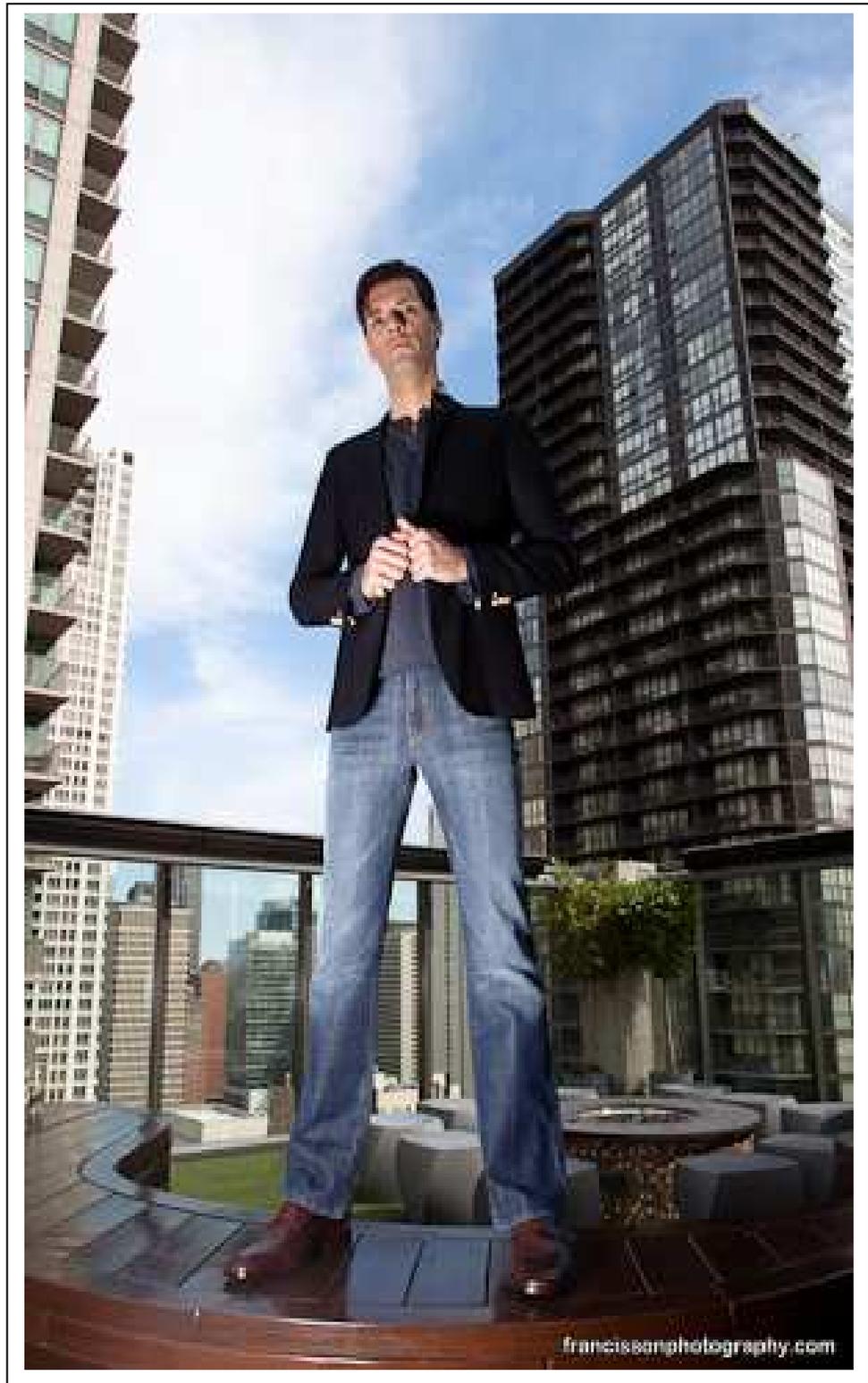
# Stripe Sweaters



**As a continuation from last season stripes are still making an impact into fall. Mens sweaters in stripes can be worn and styled in different ways to expose the trend in a variety of looks. Pictured here is a cashmere striped sweater with a chambray shirt underneath. For a more formal look add a blazer and a tie and a tailored pant instead of jeans.**

# Wool blazer

**A wool blazer is an excellent way to update your fall wardrobe. Paired with relaxed bootcut jeans it creates a casual yet pulled together look that can transition from day to night smoothly and in style. Pictured here is an updated and more collegiate inspired take on the typical blazer with gold button detail and a stripped popped collar.**





**Join the Chicago Fashion Foundation for our Annual Membership Event at the Red Canary Chicago with presentations from Coree and Kim from Lori's shoes.**

**When:** September 29<sup>th</sup>

**Where:** The Red Canary Chicago  
695 North Milwaukee Avenue  
Chicago IL. 60642

**Time:** 7 to 9

#### CFF Bulletin

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