

Looking Good In Lamorinda

Beat the Heat in Style This Summer

By Moya Stone



Stay cool in stripes and prints from Glamorous Boutique in Lafayette.

Photo provided

Summer has rushed into Lamorinda bringing along bright sunny days and high temperatures. It's time to put away the woollens and pull out the whites.

Fashionable Ventures: Lafayette resident Julie Rubenstein is planning a photo shoot this month at Collector's Choice Antiques which will help launch Fox & Hanger, her new style consulting business. A former teacher, Rubenstein says she has always had an eye for style and fashion. Now she intends to put her knowledge and talent to work helping local women, particularly moms, get out of yoga pants and step up their look. Rubenstein is drawn to various styles and favors local thrift shops for quality bargains, such as Wayside Inn in Lafayette. Rubenstein says, "They have such great items and allow me so stay within clients' budgets." For more information check out the website: www.foxandhanger.com.

Update on The Cass Clutch: In March Lafayette resident Debra Szidon had just launched her Kickstarter campaign to raise funds for production of The Cass Clutch, a vintage inspired handbag and that was featured recently in the Lamorinda Weekly. I'm pleased to report the campaign was a big success, raising more than enough funds to get started. "People want the bag and that's great," says Szidon, who is now taking orders on her website: www.cassclutch.com.

Shop Changes: We recently said farewell to Pendleton and J. Colleen Boutique both in Lafayette.

Julie Rubio of J. Colleen decided to close the bricks and mortar to devote more time to her other gig as a film producer. After the success last year of East Side Sushi she's now working on a new film titled "One." But not to worry, J. Colleen still exists online: http://jcolleen.com/shop/.

Fashionable Field Trip: Mark your calendars for the upcoming American Craft Council Show August 5-7 at Fort Mason in San Francisco. ACC, now going strong for 41 years, is a high-end market with over 220 curated artists from around the country offering artwork and handcrafted clothing, jewelry, and home decor items. New to the show this year is what they are calling Style Slam. Six local stylists have been asked to shop the show and dress models in fashions and accessories from participating artists/designers, allowing attendees to see how they can work unique clothing and accessories into their own wardrobes. Check out the website for all the scoop: http://shows.craftcouncil.org/sf.

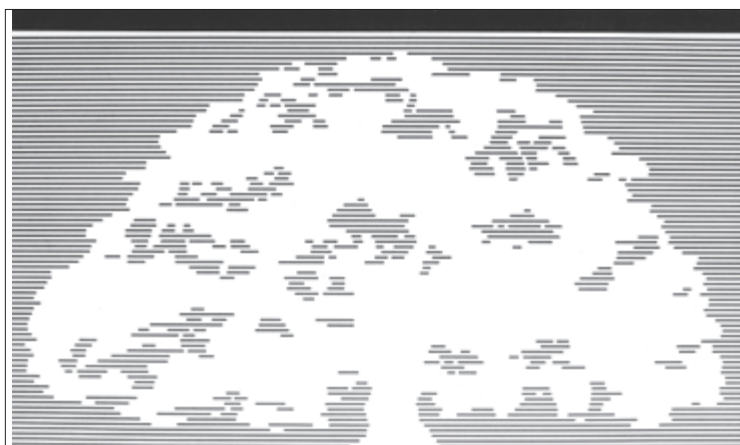
Seasonal Trends: So what to sport to the various summer street fairs and festivals? Special Tees in Lafayette says that floral prints and bright colors are the latest looks in pants as are white denim and boot cut jeans. Eliza Jamkochian from Glamorous Boutique, also in Lafayette, is all about mixing it up. "Summer trends for this year are lots of stripes, polka dots and floral outfits," says Jamkochian "Do not be afraid to play with different fab-

rics, prints and colors."

Fashionable Reads: I recently enjoyed a memoir titled "In the Name of Gucci." Written by Patricia Gucci, a direct descendant of Guccio Gucci, founder of the iconic Italian luxury brand known for the double Gs logo. The love child of her married father, Aldo and his secret mistress, Gucci shares for the first time her parents' story and that of the popular fashion company's rise and its dramatic demise. A fascinating tale of fashion history, better than your average summer read.

Stay cool out there and go forth in style.

Moya Stone is a fashion writer and blogger at OverDressedforlife.com.



TREE SCULPTURE

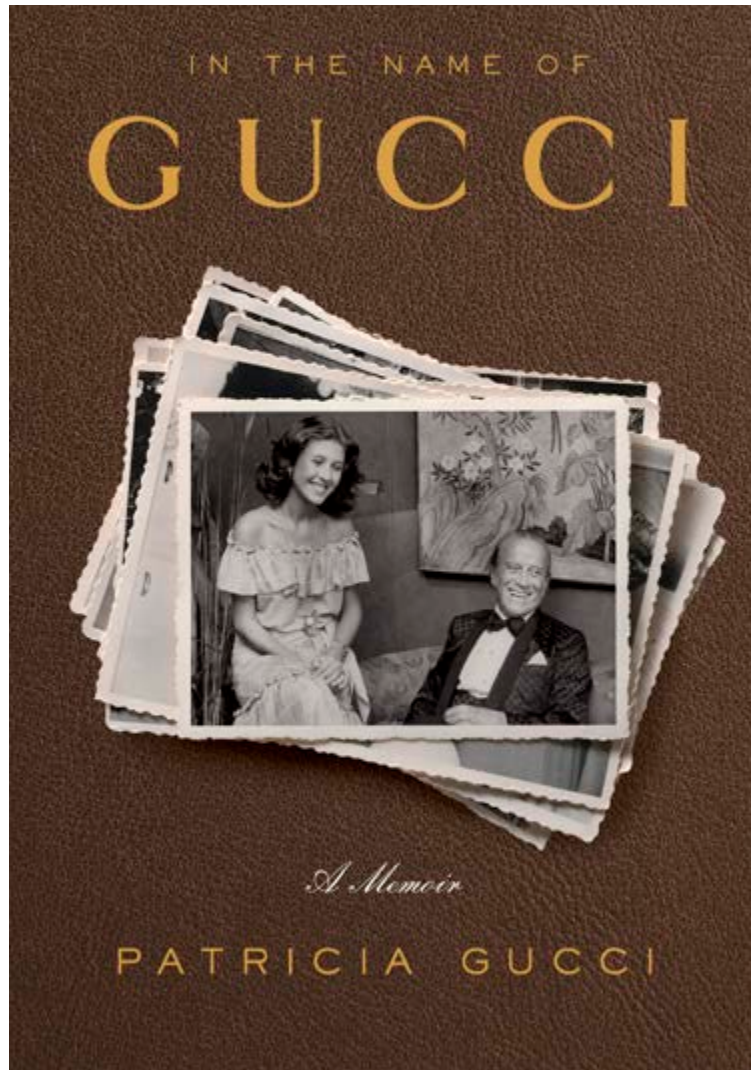
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"In the Name of Gucci," published by Crown Archetype, '16. Photo provided



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