

W V I C A G O

LOCAL FASHION INDUSTRY PLAYERS TELL US WHAT'S HOT, WHAT'S NOT, AND WHAT THEY'LL BE WEARING THIS SUMMER

Carolyn Brundage

Carolyn Brundage of ChicagoBeauty.com, a website for the fashion savvy in our neck of the woods, has this to say about the trends in Chicago this spring:

Her upcoming picks are "cropped cargo pants, studded tees, and mini skirts," so step it up on the Stairmaster. Chandelier earrings are also hot, hot, hot. As for come-backs, hair *au naturel* is making a grand return, so chuck those blowdryers and head out in the sun and Lake Michigan wind. What's on the way out, according to Ms. Brundage? "Fake baking, clunky shoes, peasant blouses and newsboy caps" are on the next wave of future fashion faux pas.

Local watering holes for the fashion junkies? Brundage touts the merits of Smack (1640 W. Division) in Wicker Park and the e-boutique Net-a-porter.com. What will she be wearing this summer? She says "Earl jeans and fitted white tees, sexy sandals and Stella lip gloss by Nars." ChicagoBeauty.com is one of the sponsors of the Shop for a Cure fundraiser taking place on June 8 at the Westin Hotel (see www.shop4acure.org for more info). (CW)

Lindsey Samuelsohn

Lindsey Samuelsohn is a Chi-town girl and editor-in-chief of TwoScoops.net, a website smorgasboard of fashion and style tips for those who want to be in the know. We caught up with Samuelsohn to get her outlook on fashion culture in Chicago this spring.

Samuelsohn reports that she has been noticing military trends, such as cargos and bags, also track suits — a "great retro combination of sporty and sexy combined with a testament to the '70s." Forget the dreaded Labor Day Rule — sport white from head to toe. If the mood strikes you. Also, gold and silver metallic heels and clutch purses (so '80s) are going to make appearances in droves.

Out items this season? Samuelsohn says "unless the peasant shirt came straight from your mother's closet and she has a Woodstock story to go with it, take it off." Believe it or not, Samuelsohn is a newfound fan of Abercrombie & Fitch — according to her, "it's not just for high schoolers anymore." She also mentions the specifically fabulous fit and style of Blue Cult jeans this season. What will this fashion guru be sporting this summer? Fruit of the Loom white tanks and cargos, flip-flops for day, stilettos for night. And, of course, a tan. Check out www.TwoScoops.net for info on their hosted events (like the upcoming "Flavors of Fashion Sundae IV" extravaganza). (CW)

Miss Red

Miss Red, a.k.a. Helen Berkun, fashion and fetish photographer and student at Columbia College, has some interesting things to say about the fashion world and its up-and-comings:

"Stiletto sneakers, tiny tennis skirts, bathing suits paired up with little boy shorts — this look is great for summer: lay out in your bathing suit, throw on a bandana and short shorts, and you are ready to go out," she reports. Miss Red also gives a heads up on the Asian look — "not the traditional flowy kimono, but think kimono minis, jade, bamboo handle bags." This twist on traditional Asian dress reflects another big thing this spring: receding hemlines. "Minis are everywhere!" Miss Red exclaims. "Wear it as you want to, stilettos, flip flops, anything goes."

In terms of retro looks, glamour is back on track, as are throwbacks from old-time glamour days: Hollywood-esque red lipstick and "cat eye glasses, polka dots, ribbon, bows, slightly open-toed shoes and beautiful satin skirts. So girly, so good, but in a bad girl type of way..."

As for next up hot stores and labels? Berkun joins the club in being ecstatic that affordable Swedish department store H&M will *finally* be opening its doors in our fair city. "I think there will be a fashion revolution here finally," she predicts, "It's affordable and trendy for the fashion runway lovers." Well said. Hang with Miss Red on May 17 at Zentra for the fashion-forward Texture: Back in Black event. (CW)