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Celebrity Fashion Lines

By Elizabeth Saucier

Celebrities and their styles are progressively entering our fashion radar. From best- to worst-dressed, we can usually learn from celebrities what looks good, and what doesn't! Celebs are also entering into the fashion-making business themselves, almost solidifying our confidence in them to provide us with stylish options. It's like they're taking what they've learned from stylists and the fashion world, combining it with their own creativity and style, and voilà, you can have your own Lauren Conrad dress, Gwen Stefani L.A.M.B. handbag, or Sarah Jessica Parker tee, for relatively reasonable prices.

Reality television star Lauren Conrad is known for her girly baby-doll dresses, pumps, and oversized handbags. Working as an intern at *Teen Vogue* and studying at FIDM has molded her into a true fashionista, one who consistently wins praise from fashion critics for her chic, put-together outfits. Her recent fashion line, the *Lauren Conrad Collection*, debuted September 15, 2007 and was so successful, it sold out in three days. According to Conrad, the collection reflects her laid-back lifestyle with dresses, tops, and clean lines and shapes. The line is filled with the jersey dresses and flowy tops, perfect for pairing with trendy skinny jeans. Conrad knows how important proportions are for putting together an outfit. She often pairs skinny jeans with a voluminous top, two trends that balance each other well. Her dresses are great staples for any wardrobe; their solid-colors and flowy fabrics make them easy for anyone to pull off.

Singer and fashion designer Gwen Stefani seems to always make the best-dressed lists. Her creative style is very original, and definitely turns heads at red-carpet events. Like Conrad, Stefani's looks are polished, but are not simple. She usually mixes different prints and textures to create her signature style. Stefani's career as a solo artist led to other solo ventures, like her clothing line, L.A.M.B., which debuted in 2004. Stylist Andrea Lieberman introduced Stefani to haute couture ("high-quality") clothing, which led to her producing her own clothing line. The eclectic line takes inspiration from Guatemalan, Japanese, and Jamaican styles. Stefani came from a line of seamstresses, which further inspired her to launch her own clothing line. The line has grown to include bags, watches, shoes, and a fragrance. Her current line includes a "school-girl" trend in the apparel, containing mute colors for fall. She also plays off the masculine trend with chic military-inspired blazers, perfect for fall as well.

Sarah Jessica Parker lives up to her stylish past on the show *Sex and the City* by channeling Carrie Bradshaw and today's trends into her own very affordable line, *Bitten*. On the show *Sex and the City*, Parker, as Bradshaw, often wore the latest trends right off the runway, and managed to make wearing a tee-shirt and jeans look chic. In *Bitten*, launched July 7, 2007, Parker incorporates that simple-chic mentality, and infuses the pieces with today's trends. Her graphic tees are simple yet stylish, and her bags are a must-have item. My favorite item from her fall collection is the Houndsooth Coat, which incorporates the current black-and-white trend among

celebs, as well as a modish print. Her line can be found at your local Steve & Barry's store, and all items are under \$20. On your next trip to the mall, be sure to keep your eyes peeled for this fabulous line.

Today, celebs are impacting the fashion world from the red carpet to the runway. Normally celebrity stylists take the credit for dressing celebs, but celebs are now delving into the fashion world to create a look all their own. Their influence goes beyond television or music videos, because they can inspire us through their fashionable creativity. Be sure to keep an eye on these celebs (and others like Nicky Hilton, Mary-Kate and Ashley Olsen, and Beyoncé) on and off the runway for tips on how to wear the latest trends!