

BEVERLY HILLS *COURIER*

STYLE

FALL FASHION



EXCLUSIVE FEATURE

JOHANA
HERNANDEZ

FOUNDER OF GLAUDI

BEVERLY HILLS 310.859.4700



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499 N. Canon Dr. Suite 400
Beverly Hills, CA 90210
310-278-1322 | Fax: 310-271-5118
www.bhcourier.com

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John Bendheim

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A Fashion Phenom in Beverly Hills

by Lisa Bloch

Johana Hernandez' GLAUDI label creates some of the fashion industry's most in-demand bridalwear. In this Courier Exclusive, Hernandez reveals her 2020 Fall Fashion campaign with the debut of her new menswear line, and talks about life in Beverly Hills as a Latinx, millennial phenom.



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by Ana Figueroa

Stylists live in a whirlwind that changed dramatically this spring. The Courier catches up with two of the industry's best, for a look at trends, classics and how their famous clients are adapting to new rules.



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Masks are on our minds for health reasons. But, we can't forget fashion. The Courier takes a look at some of the top options.



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The Scene-NY Fashion Week

by Carole Dixon

The Scene was virtual, yet engaging for NY Fashion Week, as designers managed to showcase the best of their collections from remote locations.

On The Cover

Johana is wearing a "GLAUDI Power" Tuxedo suit with flare pant. GLAUDI Power suits are designed in many colors and sizes.

Amanda is wearing the GLAUDI Bridal "Feliz" gown in bridal silk satin with hand embroidered beaded bodice. The "Feliz" gown turns into a ball gown as it has a stunning overskirt (see above). Alejandro is wearing the "GLAUDI Mens" Rey collection, Jacquard blazer with notch satin collar and modern fit tuxedo pant. All are custom and made to measure.

For more information, visit:

<https://glaudicollection.com>

FEATURE INTERVIEW

BY LISA BLOCH

A Fashion Phenom in Beverly Hills

“I came a long way from Compton to Beverly Hills. If I can do it, you can do it, too!”

From Compton to Couture. From learning in sweat shops to presenting on the biggest Fashion Week runways around the world, Johana Hernandez is a Latinx millennial sensation. Creator and owner of GLAUDI, known for her wedding gown, special occasion, red carpet haute couture designs, Ms. Hernandez, is launching her first men's collection. Due to the pandemic, instead of launching her collection in late September at the Ritz during Paris Fashion Week as she usually does for 2020, Johana has pivoted. As a new member of our business community, she has brought Paris to Beverly Hills by premiering, in this Beverly Hills Courier world exclusive, her “first men's and women's bespoke suits” campaign.

Johana Hernandez's meteoric rise began at her parents' knees. The two El Salvadorian immigrants shepherded their daughter to their jobs in the factories producing garments for global brands, including Calvin Klein and Tommy Hilfiger. As a young girl, with familial generations of humble garment makers before her, Johana learned clothing construction and manufacturing processes. In her early teens, she began designing as a hobby with her mother. Attending FIDM, she was plucked by BeBina Jeans and quickly became a head designer. At 19, she was featured in the Wall Street Journal for her designs, which included casual sportswear. Leaping to international brands, she landed at Seven7 Jeans for several years as a knits and jeans designer as well as a designer for plus size retailer Lane Bryant.

In 2011, at age 24, without financial backing, she founded the family business “GLAUDI,” named after her mother Gladis. Driven by her early childhood experiences, and her devout Christian faith, Johana built a company where she implemented a culture for her employees to be compensated fairly and treated with respect. She also insisted her company be guided with the purpose to help others. It's no wonder the moment California was mandated to shut down earlier this year, Johana turned her factory of design into making masks. Thousands of GLAUDI masks were donated to hospitals for frontline workers, the LAPD, and security officers and their medical teams at L.A. County prisons.

GLAUDI's flagship stores are in Beverly Hills and Downey, with additional ateliers in Downey, Chicago and Istanbul, Turkey.



JOHANA WITH ALEJANDRO IN A GLAUDI "REY" "CHARLES" SUIT

Johana also addresses the needs of the underserved from Compton to El Salvador, having funded the construction and supplies for a school in El Salvador. Her thinking, “If your goal is to just become rich and famous, it's super empty. But if your goal is to give work to people, to build schools, to give back to the community, that's leaving a legacy. And that's my dream for our brand.”

After fifteen years of hard work, vision and innovation, Johana shines as a confident, energetic, phenomenally creative young woman who credits her faith for her success. As a hopeless romantic, she oozes positivity and passion in everything she does. She goes as far as blessing each dress, if her clients welcome her to do so, and she signs each GLAUDI wedding dress sketch with “What God has joined together, let no one separate.” Mark 10:9.

Mentored by Nichole Richie and John Varvatos, she was featured on NBC's “Fashion Star.” In 2013 she was nominated to be part of People Magazine Espanol's one of the 25 most powerful Latinas. In Latina Magazines' 30 Favorite stars under 30, she joined Demi Lovato and Selena Gomez. As a judge on “The Fashion Hero” airing worldwide and on Amazon Prime, Johana searched for everyday models of all shapes and sizes to become GLAUDI ambassadors, focusing on taking the rejected to be respected.

Besides adorning some of the world's most beautiful women, a multitude of Latina superstars, and international celebrities, she has been featured on CNN, Fox News, Spectrum 1, ABC 7, Telemundo, Univision and in the New York Times, Vogue, Elle, Cosmopolitan, and Harper's Bazaar. On Sept. 19, the host of the Creative Arts Emmy's, Nicole Byer, Netflix's series host of “Nailed it,” chose to wear Johana's creation to present the awards on the international telecast.

Johana's goal is to inspire, “I came a long way from Compton to Beverly Hills. If I can do it, you can do it, too!”

September is Hispanic Heritage month, and we are living in unprecedented times. Let's refresh the conversation. Please join us as we celebrate a young, accomplished fashion designer in our community, who, with an uplifting voice, helps us celebrate the happiest moments in our lives.



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GLAUDI BRIDAL "AMANDA" BALL GOWN

Lisa Bloch: Our world is filled with uncertainties. Is this the right time for wedding celebrations? How has your business been affected?

Johana Hernandez: It's true about our world, but 'love is not cancelled.' It never is. Weddings are being done. They're just smaller. Or they're doing virtual ceremonies and the bride wants, more than ever, to look beautiful on her special day. Or they're planning small, out of town weddings and we make dresses that fit the location. They're still booking me because it takes about six months to a year for custom dresses, and three to six months for our collection dresses. I just don't know how we're going to handle next year when I have so many weddings all at the same time.

Why did you choose to open your boutique in Beverly Hills?

It's the capital of fashion. I'm the youngest designer business owner in Beverly Hills of Salvadorian descent. I'm the first Salvadorian-American to do Fashion Week, six seasons already, at the Ritz in Paris. I like to do things that are different and to bring something new for everyone to love.

Known for your exquisite bridal collections, why have you decided to design a men's collection?

I've always wanted to launch a men's line, but it was never the right time. My dad died two months ago. His short name was "Rey." In Spanish it means king. I want to respect and honor men like my father. So, I felt it was the perfect time after losing him and feeling how important men are in our lives. As women, we need to love them. As a female designer, I can help to empower men, as I appreciate them and honor them. It's time to get back to business. I want to empower men through the men's suits, the same way I do women with women's suits and gowns.

Please tell us about your power suits.

GLAUDI's suits are custom and comfortable. They are made to fit every shape and size. All of us have different shapes. Fit is so important. I embrace all body types. For guys too. Men come in every shape and size. Every suit is made to measure.

You know when you are wearing a suit that doesn't feel right. At GLAUDI we believe that if you are not comfortable, you won't be able to achieve what you're trying to do through presentations or to enjoy your event. Choosing the right fabric and making it fit right is the only way to go. I have stretch in some of my fabrics. They are soft and fresh and breathable, so you don't feel hot in them. They fit correctly so that when you sit down, nothing is bulging. It makes you feel good about your body. It makes you feel

"If your goal is to just become rich and famous, it's super empty. But if your goal is to give work to people, to build schools, to give back to the community, that's leaving a legacy. And that's my dream for our brand."



NICOLE BYER HOSTING 2020 CREATIVE EMMYS DRESSED IN GLAUDI IN "EMILY" MOONLIGHT BLUE METALLIC BALL GOWN

confident and bold so you can focus on what is at hand.

Women can be strong and successful, and at the same time, beautiful and feminine in a GLAUDI suit. A man is strong and successful and gentle in a GLAUDI suit. It all shows in how the suit fits. That is why we spend time customizing each suit for each client. We have tons of patterns, but my goal is to make suits that are comfortable to wear, are flattering, and reflect a bold, confident person. I know so many amazingly successful men who have businesses, or who are getting married, and they want something from me. But for a girl to make a man's suit is not normal. Usually men design for men. It's beautiful to be able to respect men and give them what they want.

For women's suits, I definitely add more tailoring to shape women better, instead of looking boxy. My pants are higher waisted to bring attention to the right places and to be more complimentary. I've created special shoulder pads that are not too high, but give you a strong structure, yet don't make you look tired with bad posture. These are the little details that make a difference.

What is special about the GLAUDI bridal dresses?

Everything is special for our GLAUDI brides as our dresses take thousands of hours to create. All are handmade. I sketch and design in front of the brides who choose to do custom gowns and the brides who shop from our collection, they get to have a personal bridal stylist. All designs are made to fit each bride perfectly.

At GLAUDI brides never settle for a dress. I make their entire fairy tale wedding come to life as we also have dresses for bridesmaids and mother of the bride. When it's complete, it brings joy to all of us. And now that COVID is here, I know a lot of brides are having smaller weddings. We are launching our bride tuxedo suit in white with this campaign. Bridal suits are so polished and elegant for women.

You would schedule an appointment online or over the phone with our stylist or with me. In our first meeting, I sketch in front of my clients, so they see everything coming to life. They get a dress that is made for them. We do tricks with corsets and bras inside of the dresses to help women look their very best on her wedding day. Most girls cry when we photograph them in the dress for the first time as they can't believe they look so beautiful.

And your GLAUDI Men's "Rey" collection?

With our new men's tuxedo suits to complement the bride, we are doing some new things. When men get married in their tuxedo, they want to dance and have fun. It's a real celebration. So, I think about the fabrics I use to make them feel comfortable to be able to move. I add stretch to their suit. This is super exciting because no one has done this.

ZOEY DEUTCH - DISCOVER MORE ON FENDI.COM



FENDI

EXCLUSIVE FEATURE

It still looks structured and beautiful, but they can easily move. We are also making for grooms the ability to tell their love story with printed photos in the lining of their blazer. It's really fun.

Please tell us about your red-carpet collection, as well as the fabrics you choose.

This is the collection I always show at Paris Fashion Week. It is designed for women who are bold and not afraid to shine. When she walks into a room, she doesn't have to say a word. Her dress speaks for itself. This is the girl who is noticed on the red carpet. It is worn by the woman with confidence.

We use the best fabrications from all over the world, Italian laces, silks from Paris and Italy, and made in our atelier in Istanbul.

I noticed in one of your big fashion shows you employed a young, energetic model with Down syndrome. Can you tell us about her and your decision to include her in the show?

It was New York fashion week this past February 2020. When she came out on the runway, everyone was cheering. It was really special. I added her to the collection because I feel every girl could feel beautiful no matter what. She is now modeling all over the world. I think there's a lot of girls that need to see that there are girls like them achieving their dreams. It's empowering. I feel like we are all made to be equal and to just be uniting, loving and kind. Anyone can achieve anything.

Did you dream about one day designing a luxury brand?

I always wanted to design clothes that would help people. We give work to a lot of people because we make all of our garments by hand. We don't mass produce. So, when you get a suit or a dress, it's all hand made. You're giving work to people that are here in the U.S. mainly, or in other countries, people who are humble. We are helping families through fashion.

Your faith is very important to you. You do regular Bible studies in your store. During COVID, are you doing them virtually? Tell us about "God is Fab."

It's my Instagram handle. I created it to mentor girls and inspire women to get their confidence back through faith. I love to empower women to help them find purpose and God given talent no matter what religion we are from.

Who's your mentor?

Hmmm, my parents and God, to be honest.

What's your biggest challenge?

I'm usually the only Hispanic in the room as a luxury fashion business owner and designer. Being a Latina designer, I put in triple the work. Unfortunately, there are still people that feel Latinos aren't made for this, when my family has been in fashion for generations. Sometimes I don't get opportunities because of my skin color, because I'm Latina. Now I have decided to let my work speak for itself.

When I was younger, I didn't notice it was weird. Until my assistant, one time, said something to me. She was like, did you see that everyone looked at us? We were like the only Hispanics. She made me open my eyes. Sometimes I literally feel like I'm Rosa Parks and that feeling inspires me more to succeed, to bring everyone together through fashion.

And in Beverly Hills, since you have arrived, how has it been?

My neighbors have been really great to me. And we've been helping each other out during COVID. I feel like Beverly Hills, once you get in and people get to know you, it's like a little family and they want to help. There are some (neighbors) who have been around for many, many years. They've been super welcoming. We talk about lots of things. As a millennial, I have strengths in places where I didn't even know. Like they need help on social media which I'm happy to help them. It's what I love about being here. There's a community, especially with the business owners. The Beverly Hills Chamber of Commerce has so many services to help us. And that's really great to have because you feel you're a part of something.

PHOTOGRAPHER

Dylan Perlot

HAIR STYLIST

Jacqueline Romero Gorsline

ASSISTANT STYLIST

Alexis Navarro

MAKE UP

Astrid Gonzales

MODELS

Alejandro Montesinos, Isaac J.Sullivan

Amanda Rodriguez, Asia Monet

VIDEO

Saul Rodas



GLAUDI MEN'S "REY" COLLECTION
DOUBLE LAPEL "BENJAMIN"



GLAUDI MEN'S "REY" COLLECTION
"FRANCIS"



GLAUDI MEN'S " BENJAMIN"



(LEFT AND RIGHT) GLAUDI MEN'S "ISAAC"

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"THE ONE" CUSTOM TUXEDOS FOR MEN AND WOMEN



"ALEJANDRO" TUXEDO AND "THE ONE" "MAYE" BALL GOWN

I imagine you may be feeling conflicted. As you just shared, you have experienced inequalities and injustices in your lifetime, and understand the Black Lives Matter message. And yet you're also a business owner, who has worked hard to open a boutique in Beverly Hills, only to be thrust into a position of having to protect your valued business. Are you caught between two worlds?

I grew up in Compton. My friends were super diverse, like me. We've always mattered to me. Originally, I thought it was a bad thing being born and raised in Compton, but now I'm grateful for it as I am making a difference. We were very conservative Christians. We had nothing to do with gang violence or crime. As I grew older, I've come to embrace that part of my story. People need to know that it doesn't matter where you come from, we should treat one another with love and respect.

Now I am really glad I can share my story. It's not about where I came from or the color of my skin. We're here to make everyone who wants to feel empowered and beautiful, to feel and look that way. And I'm just excited that it's a place where you get to meet people from all over the world.

International travel has been curtailed. How has this changed your business model?

I don't target tourists. I don't target celebrities. They find me. My brand has a look. If the client is local, they visit us in the store. I love to have good relationships with my clientele. If the client is from out of town, we work through emails and through zoom.

What was the reaction from the Latino world when you opened in Beverly Hills?

Oh my Gosh. Everyone was super proud and excited. We were in all of the Latino media. Like it went viral. Even the president from El Salvador sent a message on social media about it. It's very inspiring. I love being that designer who makes you feel like, why not?

What inspires you?

I've traveled around the world, designing. And in every country, in every language, I meet the same girl. Like me, a woman who's confident and who wants to achieve goals. Even the guys. Like they all want to fall in love. They all want to achieve their dreams. They just speak different languages. GLAUDI is for everyone. Don't look at me just as a Latina designer. I am a designer. Don't see color. See the beautiful collections and wear them and feel confident. I want to unite everyone. You know what I mean?

I sure do. Where do you see yourself in five years with GLAUDI? What do you hope to have accomplished being a part of the Beverly Hills community?

I want to continue here in Beverly Hills, of course. I want to present my designs internationally. I'm already showing in Paris and I'm going to Italy, to Milan. Across the United States, I really want everyone to get a little piece of what we do. I want it to always be about empowering people and taking them to the moon to celebrate the most special events. We design for the happiest moments in your life. That's the time where you come for a dress or a design. I want to be able to help you celebrate, and not let it be about this year's color. It's about feeling good. It's about you.

Johana Hernandez, this has been an honor and a pleasure. You are one extraordinary young woman, a role model and an inspiration. As the wedding and red carpet emperadora (empress), Beverly Hills is lucky you have chosen our City to be GLAUDI's home. Congratulations for being the Beverly Hills Courier STYLE's first Fashion icon! And welcome to our community!

With respect and appreciation,

A handwritten signature in black ink that reads "Lisa".

LISA BLOCH

www.glaudicollection.com
<https://youtu.be/K8-lxxfZkjw>
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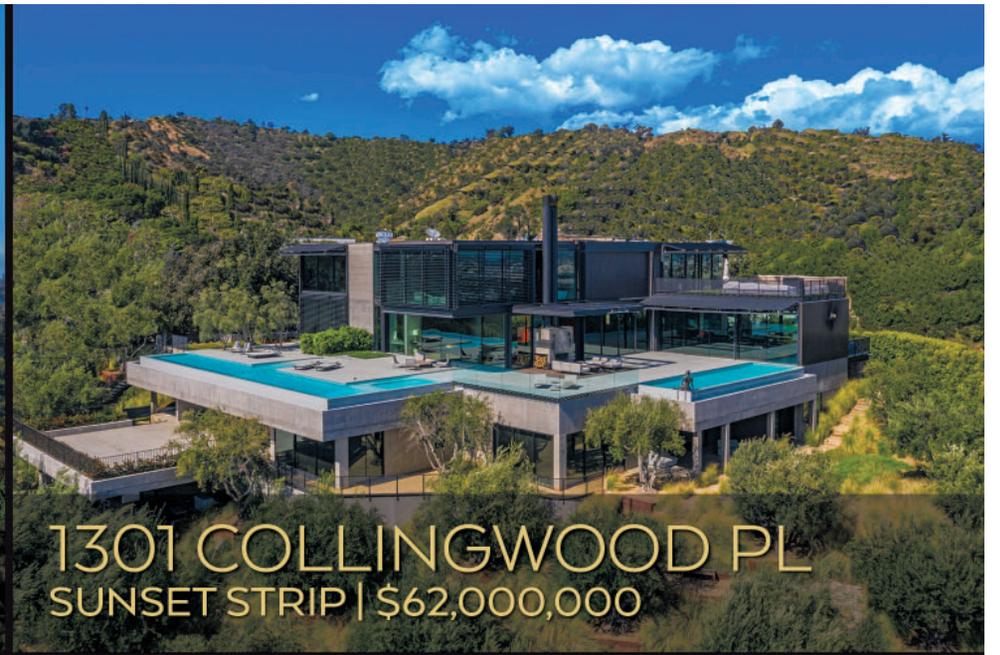


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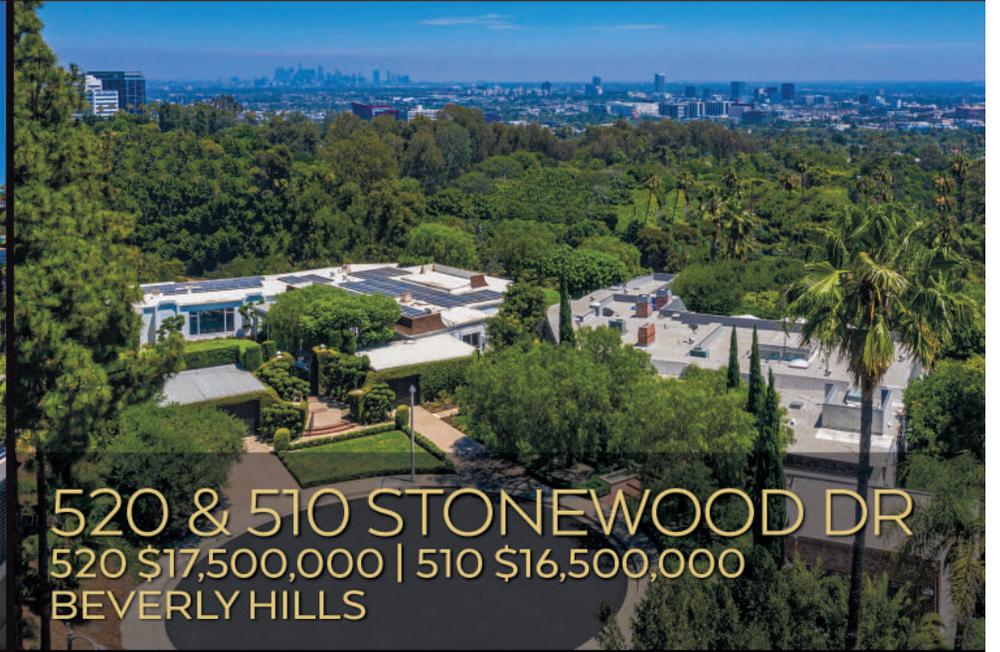
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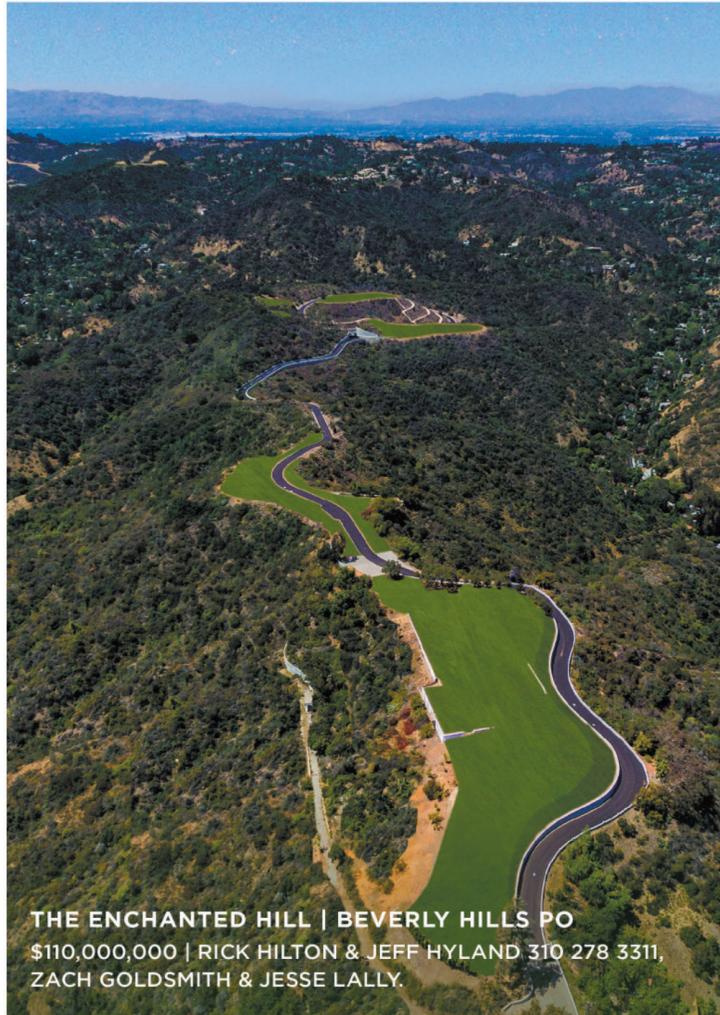
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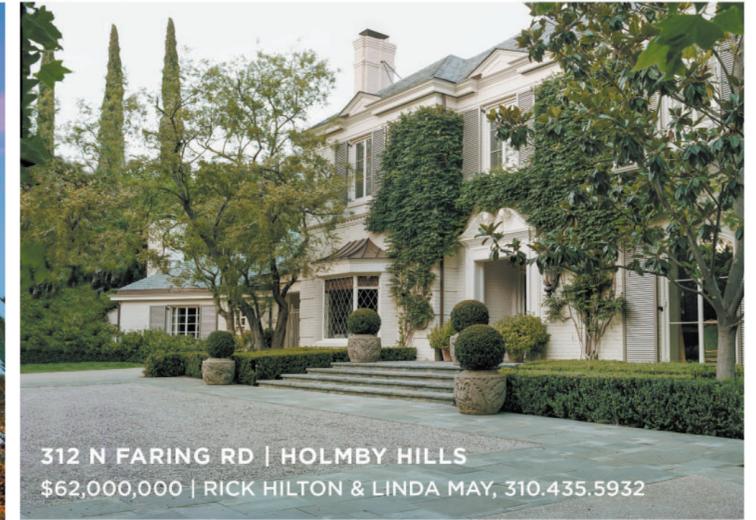
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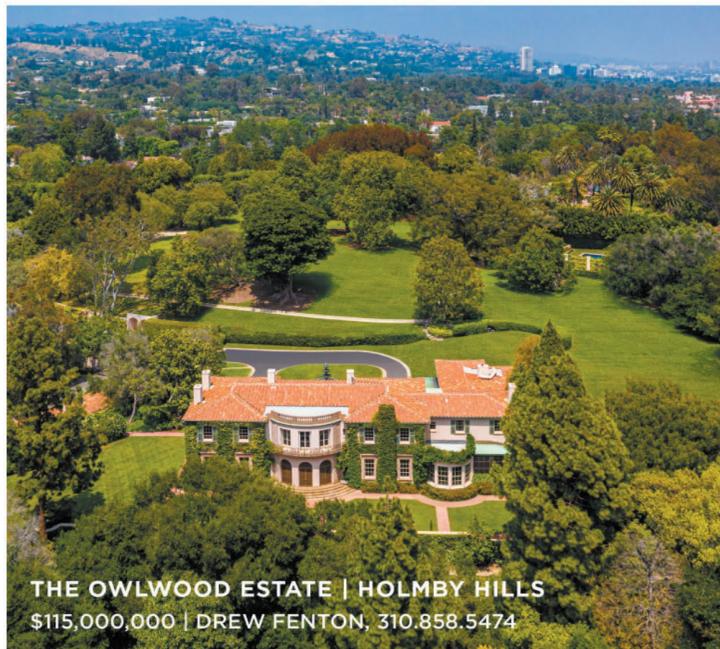
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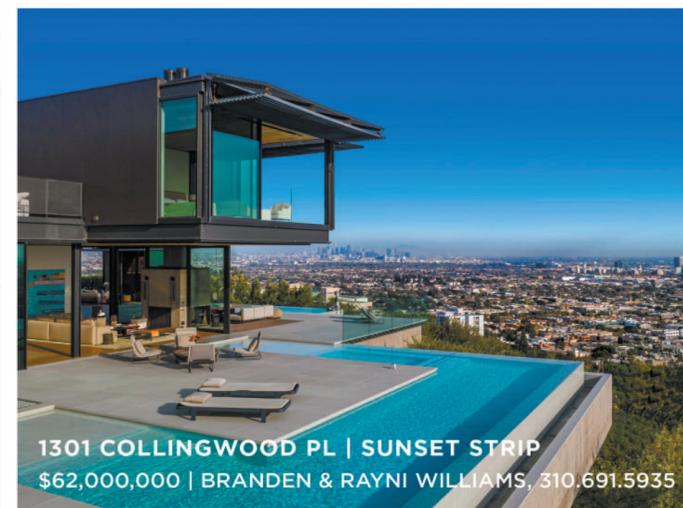
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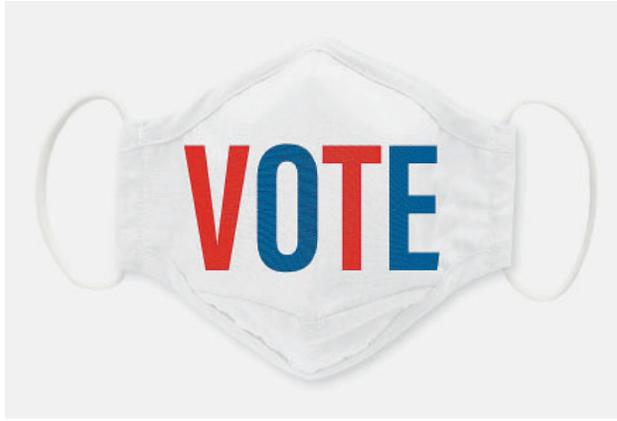
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Essential Accessories

BY BIANCA HEYWARD



LOUIS VUITTON LV SHIELD
PHOTO COURTESY OF LOUIS VUITTON



SWADDLEDESIGNS 3-LAYER COTTON MASK
PHOTO COURTESY OF SWADDLEDESIGNS



JONATHAN SIMKAI SILK MASK
PHOTO COURTESY OF JOHNATHAN SIMKAISIGNS

While much about COVID-19 is still unknown, the future of face masks is not. On Sep. 16, the Director of the Centers for Disease Control and Prevention (CDC), Dr. Robert R. Redfield, called on Americans to wear a mask. "We have clear scientific evidence they work," Redfield told a Senate committee.

"I might even go so far as to say that this face mask is more guaranteed to protect me against COVID than when I take a COVID vaccine, because the immunogenicity may be 70 percent and if I don't get an immune response, the vaccine's not going to protect me. This face mask will."

Accessorizing has never been more essential, as well as mandatory. Since April 10, the City of Beverly Hills has required all persons wear a face mask that covers the mouth and nose openings when outside. The penalty for not wearing a face covering is an administrative citation, which carries a fine of \$100 for the first offense, \$200 for the second offense and \$500 for the third and subsequent offenses.

It's no surprise that protective face coverings have evolved sartorially, and some of the biggest fashion designers are leading the way. Below, we've rounded up unique and stylish forms of PPE that you may want to wear.

Burberry

British fashion house Burberry has designed a face mask in the brand's signature blue or beige plaid pattern. The cotton face coverings are made from repurposed excess fabric treated with "antimicrobial technology." According to Burberry, all of the proceeds from the sale of these accessories will be donated to the Burberry Foundation COVID-19 Community Fund operated by The Burberry Foundation. While the \$120 masks aren't available to purchase just yet, shoppers can sign up for updates on the brand's website.

<https://uk.burberry.com/vintage-check-cotton-face-mask-p80380841>

Louis Vuitton

Louis Vuitton is set to debut a luxury face shield on Oct. 30 as part of the 2021 Cruise Collection. The \$961 shield is made up of two parts: an elastic monogrammed

headband and an adjustable plastic shield trimmed in the brand's signature monogram design, attached by golden studs. The plastic shield is made with transition lens technology, changing from clear to dark depending on the sunlight. When flipped upwards, the versatile headpiece can also be worn as a peaked hat.

<https://us.louisvuitton.com/eng-us/homepage>

Missoni

Made in Italy from recycled fabric, these unisex masks feature Missoni's signature zigzag print in raschel knit fabric. The vibrant colored masks are designed in a curved shape, with black elastic straps to loop around the ears and the brand's burnt orange logo on the side. Priced at \$81, each non-medical-grade face covering is unique, with slight variations.

https://www.missoni.com/it/missoni/mascherina_cod46713450cp.html#dept=mmmsks

Jonathan Simkhai

The luxury ready-to-wear brand partnered with Tata Harper Skincare, a sustainable skincare company, to create a lush face mask that is "skin friendly." Made from 100 percent silk, the masks come in packs of two for \$68 in champagne and olive colors. According to the brand, the naturally hypoallergenic and cooling properties of the silk face coverings are ideal for those with sensitive skin. Unlike cotton masks that can cause skin irritations, the silk helps skin retain a moisture barrier. All ear loops are adjustable.

<https://jonathansimkhai.com/collections/fabric-masks/products/tata-harper-x-jonathan-simkhai-silk-mask-pack>

Off-White

This 100% cotton black face mask features the Off-White signature arrows at the front and tonal stitching at the seams. The mask is ergonomically designed to perfectly fit the contours of the face. To keep the face covering in place, the smaller elastic strap is designed to be worn around the head and neck, while the longer elastic straps are secured over the ears.

<https://www.off-white.com/en-us/shopping/off-white-black-arrows-mask-15462144>

SwaddleDesigns

To remind everyone to participate in the upcoming Nov. 3 election, SwaddleDesigns has introduced a new face mask that has "VOTE" emblazoned on it. Their three-layer mask, designed by Lynette Damir, R.N., yields superior filtration of aerosolized droplets by using three layers of tightly woven 180 thread count cotton fabric. Priced at \$11.99, the masks are fitted to minimize leakage around the nose, side of the face and beneath the chin.

<https://www.swaddledesigns.com/products/3-layer-cotton-chambray-face-mask-white-vote?variant=32556508971079>

Clare Vivier

Clare Vivier's \$19 "Bowie" mask adds the perfect pop of color for every day wear. The mask itself is made from linen with cotton bright red ties to secure the mask around the ears. The ties are adjustable for a precise fit and the covering features an embroidered lip detail on the top corner.

<https://www.clarev.com/collections/face-masks/products/bowie-mask-linen-w-lips-french-blue-linen-w-red-linen-ties>

GLAUDI

Designer Johana Hernandez' GLAUDI label has created a shimmer sparkle mask that is a chic evening option when dressing up. The metallic mask features woven black lining, three layers, a filter and a filter pocket where you can add your own extra filter. There are also two elastic straps to comfortably secure the mask around the back of your head.

<https://glaudicollection.com/product/silver-shimmer-mask-with-filter/>

Fashion Forward

BY ANA FIGUEROA

Red Carpets, press junkets, award shows and production schedules have all changed. But, fashion abides. The Courier spoke to two of the town's hottest stylists about trends, predictions and adapting to the new normal.

When life as we knew it came to a screeching halt in March, Mariel Haenn figured out a new way of working.

Haenn and her partner Rob Zangardi have created iconic style images for the likes of Jennifer Lopez, Gwen Stefani, Hailee Steinfeld, Cara Delevingne, Ciara, Rachel McAdams and Lily Collins, among others.

For J Lo alone, the duo styled campaigns this year for Versace, Coach and Guess; her acclaimed film role in "Hustlers" and Super Bowl halftime performance, which garnered 100 million viewers. They collaborated with Donatella Versace on Lopez's studded leather bodysuit, chaps and pink skirt, and did the wardrobe for the entire halftime show. The feat involved 230 costumes in six minutes.

The skill at transforming clients into fashion icons has earned Haenn and Zangardi a spot on the Hollywood Reporter's prestigious "25 Most Powerful Stylists" list for several years in a row. In March, the publication named them one of "Hollywood's Top 10 Power Stylists of the Decade."

Haenn told the Courier that although life now is different, the show must go on.

"We have clients that were supposed to be on worldwide press tours. Lily Collins is doing a show for Netflix about fashion called 'Emily in Paris.' We were all super excited to be doing the press junket. But, now she's doing it via Zoom. So, that's a letdown. But, it's part of the reality we all are adjusting to," said Haenn.

The red carpet is what Mikiel Benyamin misses most during the pandemic.

The 26-year-old stylist, who also goes by Maikeeb, is known for his high-fashion streetwear aesthetic. The trade press has fawned on him as a wunderkind and for good reason. When he moved to the U.S. from his native Egypt at age 11, he spoke more Arabic than English. By his early twenties, he was working with Cardi B, gaining instant acclaim for her "Bodak Yellow" video.

"Right now, we have a situation where there is definitely no glam in the red-carpet sort of way. But we have shifted to digital. When premieres take place or when one of my girls have movies or TV that they're doing, the promotion has all shifted online," Benyamin told the Courier.

Awards shows—a fashion mainstay of the fall and winter—remain uncertain.

"A few music awards shows are on the books, and other shows have been pushed back. I don't think anyone knows yet how the big shows are going to proceed," said Haenn.

The Sept. 21 virtual presentation of the Emmy's met with mixed notices but did score a few hits, fashion-wise.

"It was really nice to see the ladies and gents who decided to keep the usual glam of the night. Tracey Ellis Ross, Zendaya, and Regina King we some of my favorites and I'm also proud to call their stylists friends. Not all

decided to go for the glam, but it was also nice to see people's family and home as the backdrop of the evening," added Haenn.

She noted that production in general is picking up, albeit in a limited manner.

"We've shot a few music videos, shot a few campaigns. Everyone needs to get tests and wear a mask," she said.

Some superstar clients continue to work steadily, with small crews and no live audience. Other clients are appearing on TV from home, so their "look" must focus on the waist, up.

"Oversized blazers and shoulders and shirts are trending, but that's not the best for doing waist up. So, I'm finding interesting tops and beautiful earrings for my clients' press junkets. I said to one of them that earrings are the new shoes, because now that is what's completing the outfit," said Haenn.

She is fitting her clients in a socially distanced manner, as well.

"We're doing Zoom fittings, or dropping off racks of clothes, then the client will mark where they have to be adjusted. We pick them back up to do alterations. It's a remote way of styling," said Haenn.

Overall, she finds that mindfulness is the mantra of the moment.

"I think the feeling with all stylists and their clients is that no one wants to be too over the top," said Haenn. "Not too glam. We're keeping in mind what's going on in the world. Everyone is also more aware of how much they're consuming and how much they spend. When we do a shoot now, instead of me, my partner and assistants, the production size is much smaller. Fewer people are involved, with less contact."

"Fashion goes on," she said. "But, it's much more important to acquire items that will stand the test of time now. You want to have good pieces in your closet. You don't want to buy anything too trendy."

Haenn added, "Imagine if you bought a bunch of trendy things at the beginning of the year. You'd have nowhere to wear them now."

Benyamin says his clients don't want to be seen as partying these days anyway.

"My clients don't want to be associated with anything irresponsible or unsafe. The paparazzi still follow them around constantly. Every one of my girls wears masks, even if just picking up coffee," he said.

Of course, celebrities can set fashion trends even when simply picking up coffee. And online sites that follow celebrities in their day-to-day life have surged during the pandemic.

"Social media is the only way to see what people are wearing when there are no red carpets or live events. It's all about Instagram right now. It can set immediate trends," said Benyamin.

Hot at the moment, he notes, are quilted gold chain bags by Bottega Veneta and South of France summer looks from Jacquemus, the fashion label with prints that recall classic French cinema.



HAENN AND PARTNER ZANGARDI



BENYAMIN STYLING A CLIENT

“Jacquemus designs are always so anticipated. His mini bags have been just recreated this season. Instead of all leather, they are using new shapes and fabrics that will be extremely popular,” said Benjamin.

And, this season’s statement pieces come in small packages.

“Louis Vuitton has just come out with a special jewelry piece in earrings and small chain necklaces. It’s called the LV Volt. Everyone who is a top tier girl is wearing it on Insta,” said Benjamin.

He defines “top tier” as Kylie Jenner, Hailey Baldwin, plus his own clients, actress-singer and “Hustlers” co-star Keke Palmer and actress Bella Thorne.

“Something else that just came out is another must. MCM thigh-high boots. Mary J. Blige just wore them in New York, and they made a really big splash,” said Benjamin.

For her part, Haenn is always on the lookout for up and coming designers.

“That’s how we keep our clients on the cutting edge. Sally La Pointe is a favorite. She does polished business dress-up and also casual clothes. Her color palette is incredible. She’s a good fit for Jennifer Lopez because she does full monochromatic looks,” said Haenn.

For this fall, Haenn says suiting is popular, with different silhouettes.

“Suits with flair using typical fall materials, but a little bit more shine are big. Bulky sweaters and oversize are also happening this fall. And everyone has gotten so good with faux fur,” said Haenn.

Both Haenn and Benjamin always have their eye on legacy brands that reinvent themselves creatively.

“Some brands are incorporating a style and aesthetic that is way trendier than what they were previously known for. Look at Coach. It maybe isn’t on everybody’s list of hot brands, but it’s important to pay attention to things that aren’t what we expect,” noted Haenn.

“Stuart Vevers (Executive Creative Director) at Coach has launched the (Jean-Michel) Basquiat collaboration. They did a really good job. The pieces are classic. Stuart did an amazing job incorporating Basquiat, whose work as an artist was so incredibly well-known. And their coats and outerwear are so luxurious,” said Haenn.

For Benjamin’s clients, wearing vintage is one of the biggest trends in the last six months.

“The top tier girls that I style are really into vintage Chanel right now. Chanel swimwear. Chanel tops, two-piece mini dresses. Vintage Dior is also huge, especially anything from the John Galliano era,” said Benjamin.

“What is so cool now is that the biggest classics are making a revival. In the last six months, Dior saddle bags, any color, have made the biggest comeback. They were a classic of their time, and the brand is reproducing them,” said Benjamin.

Dior’s kidney-shaped Saddle Bag was the IT-girl accessory in the early 2000’s thanks to Sarah Jessica Parker’s “Sex and the City” character Carrie Bradshaw. Interest resurged after Beyoncé was spotted wearing one a few years ago. Dior decided to bring back the bags in 2018.

“Gucci has also gone in a very specific direction, as has Balenciaga,” said Haenn. They have both figured out a more streetwear look. It’s all about coming out with a hot new bag, T-shirts or sunglasses. They’ve found ways to

stay modern.”

Both Haenn and Benjamin felt bittersweet about New York Fashion Week, which was held virtually last week.

“The virus happened in the midst of them creating these collections. It was interesting to see who stuck to more casual wear, because people are staying at home,” said Haenn.

“If you’re in this business, you go to Fashion Week. Normally, my girls would all be in the front row. It’s always good to see the designers we’ve worked with for years, and talk about our favorite looks, said Benjamin.

Instead, he caught up virtually, taking in shows by Christian Siriano, Christian Cowan, (a Cardi B favorite) and MONSE (the luxury label founded by the Creative Directors at Oscar de la Renta).

“Traveling to Fashion Week, especially to Milan or Paris, was always such a fun part of this business. But, in a blink of an eye, it was taken away,” said Benjamin.

“We have adapted, though. There have been some red carpets in Europe, but they’re quiet. Only select people fly in. Everything else is online,” he added.

“Everybody’s fashion needs are so different right now,” observed Haenn. “But the truth is, everyone is still going to be interested in designers and what they are showing in their next collection. People will always look to fashion as a way of escaping the fact we’re unable to dress up and go many places right now.” ●

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CFDA Launches first Virtual N.Y. Fashion Week



1 MODELS BACKSTAGE AT CHRISTIAN SIRIANO PHOTO BY SARA KERENS

2 SOCIALLY DISTANCED CATWALK AT THE HOME OF CHRISTIAN SIRIANO

CAROLE DIXON

The overarching theme of the first New York Fashion Week virtual shows that kicked-off on Sept. 13 offered much-needed escapism with cozy-romantic undertones and plenty of in-your-face glamour during a challenging time.

As the world watched at home on their electronic devices from the new RUNWAY360 website the CFDA (Council of Fashion Designers of America) created for the shows, there were many “fashion firsts” during the Spring/Summer 2021 virtual viewings.

Less than a handful of in-person shows took place where models donned face masks amid a socially distanced small crowd of media, buyers and celebrity stylists. Even though “home” seemed to be a theme for three of the top shows, there was nothing basic about the catwalks or the clothes. Jason Wu brought chic resort wear with a tropical scene from a Tulum, Mexico escape (and his second home) atop New York’s Spring Studios—the usual epicenter for the fashion week world. Rebecca Minkoff also used the roof to recreate homey vignettes strewn with carpets where models posed on furniture clad in leather. Christian Siriano replaced the runway with the backyard at his home in suburban Westport Connecticut for his fantasy gowns. While Siriano put the finishing touches on the models from his kitchen, with shoes provided by Sarah Jessica Parker’s SJP line for the show, Coco Rocha jumped in the pool in a red ball gown and Bill Porter dropped by looking dapper in a shiny silver suit and wide-brimmed hat. It was all business as usual but with temperature checks at the gate.

The remainder of the shows during the five-day period were all virtual with elevated production skills and green



3 HEIDI KLUM IN CHRISTIAN COWAN PHOTO BY VIJAT MOHINDRA

screens replacing the audience and celebrity appearances. Highlights included a video by Anna Sui; a sit-down interview with Carolina Herrera; vibrant color blocking images from Alice + Olivia and celebrities such as Heidi Klum and rapper Lil Naz X appearing in a collection shot for Christian Cowan.

It seemed as if the world was the backdrop for this historic fashion moment and we all had a birds-eye view. The sets ranged from a mirage in the Nevada desert to a Manhattan sidewalk with locals eating lunch in a West Village parklet as models sauntered past in the latest by Cynthia Rowley. Nicole Miller’s enlisted set designer Jared Lawton created large fold-up boards with an image of the Chateau Marmont as a backdrop to make it appear as a 3D room, but the entire show was actually shot in their New York showroom.

According to Steven Kolb, CEO of the CFDA, this was a much-needed shot in the arm for the business of fashion. “The industry has long struggled with adapting to new technologies and ways to incorporate them to advance business. This pivot fast-tracked the process and jolted the fashion industry forward in a modern way.”

The overall result was a resplendent “can-do” attitude with the industry wanting to get back to work while making New York City a virtual runway of tropical prints, bright colors, florals, crochet and copious amounts of romantic lace and tulle. For Jason Wu, this injection of glam was “needed more than ever,” he commented after his show, while Tom Ford focused on effortless elegance and a sense of fun with comfort to match our quarantined lifestyles.

This historic pandemic season has so far proved that



4 CHRISTIAN SIRIANO SPRING SUMMER 2021

5 HOUSE OF PEREY PHOTO BY JACOB ATMODOJO OF JOJO IMAGES

we can have entertaining shows with a little less hustle that are hopefully, just as economically viable. One of the strongest silver linings for this new format, not only did it allow for more creativity and diversity in pop-up locations with seemingly less wear-and-tear on the participants and viewers, the designers were able to connect directly with consumers through digital activations on the RUNWAY360 site. This was built to be a year-round platform that can support designer’s business decisions on how they show their next collection.

So, has the old way of gearing up for a fashion show with running to private appointments, shows and crowding into white tents with champagne become archaic?

“In-person fashion shows will not go away,” Kolb told the Courier. “Just like the theater or opera, they powerfully express a designer’s creativity. I believe that we will continue to see physical and digital shows living side by side even after we return to a sense of normalcy.”

While it might have seemed easier to pull-off a show without a live audience, there were plenty of similar challenges switching gears quickly to digital. “Within days of the lockdown, we reached out to our designers to discuss their needs and plans during this challenging time,” said Kolb. “Their supply chain was severely disrupted, and many were challenged to produce new collections in time for fashion week.”

Some of those noticeably absent due to the pandemic constraints included fashion week staples Marc Jacobs, Michael Kors, Ralph Lauren and Oscar de la Renta who decided to sit this season out.

“With the hit the pandemic took on budgets and

international travel, we needed to pivot quickly to support our designers and allow them to continue to safely conduct business in a digital way," Kolb told The Courier. "The CFDA team, which continues to work remotely, immediately galvanized to get RUNWAY360 off the ground, and we are immensely proud of the creativity showcased on our new innovative digital platform," he added.

For some, it was a breath of fresh air. "In a lot of ways, it was much simpler," Nicole Miller told the Courier. "It was the same as doing our Pre-Fall and Resort presentations. Of course, we still wanted to do something special and meaningful. I think a lot of designers will not go back to runway quite yet. I really think next season most people will continue to do presentations. I was so happy to take a breather after 30 years of shows!"

Others drew inspiration from the past few months in lockdown such as CFDA Chairman Tom Ford who showed his relaxed yet luxurious collection partially inspired by a documentary about the fashion illustrator Antonio Lopez - and the smiles and make-up of the models from the 70s like Pat Cleveland or Donna Jordon which stood out after months of no-make and dirty hair Zoom calls.

After not leaving the house for months, designing a new collection seemed frivolous to Ford. He almost skipped the season until the lockdown ease, and he noticed friends wanting to make an effort to get a little dressed up even for a dinner party in L.A. "There was a light at the end of the tunnel. Or at least an imaginary light: the hope of a happier time to come," he said in a statement. "That is what this

collection is for me. Still a somewhat casual moment as it relates to fashion, but a time in which we need clothes that make us smile. Clothes that make us feel good. Clothes to have a bit of fun in."

For celebrity favorite Christian Siriano, who has made gowns for every dynamic lady from Michelle Obama to Lady Gaga, the home quarantine meant watching favorite childhood films. Inspiration was derived for fabrics, silhouettes and shapes from "Troop Beverly Hills," "Don't Tell Mom the Babysitter's Dead," "Clueless," and even "The Wizard of Oz." Quarantine cooking also led to a newfound love for heirloom red tomatoes from the local farmers stands in Connecticut which became a prominent color in the collection. Finally, daisies in the garden also found their way to some of the dresses with a modern twist. "Even at home, things can inspire us, and I hope this collection shows that fashion remains powerful despite the circumstances," Siriano said in a statement.

For others it was a last-minute race. Las Vegas and L.A.-based designer Pia Gladys Perey of House of Perey only had four-weeks to finish her collection and two-days to prepare for the quick-shift to digital for her ethereal desert-scape show shot at the El Dorado Dry Lakebed in Las Vegas.

Red carpet fans of Perey's gowns include Angelina Jolie and Demi Lovato. "Honestly, we did not know what was going to happen for fashion week, but we knew we still wanted to launch a collection digitally. The centralized platform CFDA provided was definitely impressive. They responded quickly to the need for continuity in launching

collections even during the pandemic and gave so much support to many designers."

"Although different, we loved making the virtual show, it's a great meeting of art and commerce, of expression and marketing." Time also played a crucial role even with the format switch, "In fashion shows, we are used to quick outfit changes because of the fast nature of runway shows. In making a video and working with nature, we also had to be fast and shoot with very limited time to make sure we do not miss the golden hour. Either way, they are both thrilling and we are so grateful to NYFW and CFDA for their support and sharing their platform with us," she added.

And the platform appears to be fully embraced by those who participated, particularly when it comes to profits. "We definitely love this format since it gives all designers a permanent platform to promote their brand as opposed to just a one-time runway show," said Perey. "It was definitely more economical but it also allows us to be more artistic. In the future, we would like to see both live and digital platforms. I am a little old-school so I am still a big believer in a face-to-face experience."

It's still too soon to tell what next spring will hold for the fashion industry, and if the digital show format will continue without the live shows. We can only hope that our lives might start to return to normal again with shopping and socializing on the horizon. ●

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