

## Daughters of the Revolution: The Magic of Malibu

Growing up in Malibu, Calif., with a pair of free-spirited parents gave designer Emily Cadenhead a unique perspective on affluent hippie-chic style. "It was a great place to grow up, magical. I had a great childhood, and I draw inspiration from it," Cadenhead said. After earning her bachelor's degree in fine art, Cadenhead turned her focus to creating beautiful, easy-to-wear dresses. "I think coming from an art background and studying painting, graphic design [and] figure drawing gives me a unique perspective as a designer," she said. "When I create a garment, I have the movement, motion and form of the human body in mind. After years of drawing the figure, it is second nature to me to think about how fabric flows over it."

For **Daughters of the Revolution**, Cadenhead's new collection of contemporary bohemian dresses, she combined her art background and breezy lifestyle. "It is all about being comfortable in beautiful, classic dresses," she said. Made of nearly weightless silk cotton voile and chiffon decked with vintage-inspired prints or dipped in chemical-free vegetable dyes, **Daughters of the Revolution's** pieces are feminine and versatile. "Almost everything is adjustable—so you can wear every piece even if your body changes. If you're feeling creative, you can experiment with the ties and fit," Cadenhead said.

A simple sack dress features an asymmetrical neckline and an oversize double ruffle. A maxi-length dress features a sexy halter-top bodice and fishtail train. A Mexican peasant top is updated into a thigh-grazing dress in a mixed print. Random, hand-sewn embellishments add depth to the classic prints. "It is all very Malibu beach-inspired, so it has this great sunny, casual sensibility, but the fabrics and the details feel very rich," Cadenhead said.

Launched with 15 pieces for Spring 2007, Cadenhead's Spring 2008 collection has doubled in size. For Fall 2008, all of **Daughters of the Revolution's** prints will be hand-drawn and exclusive to the line. The collection, which wholesales from \$90 for a pleated trapeze top up to \$165 for a lined chiffon gown, made its retail debut at **Planet Blue**, the iconic Malibu boutique. Now sold at top Los Angeles boutiques, including **Kate, Madison** and **Intermix** as well as Santa Barbara, Calif.'s **Blue Bee**, Cadenhead's upscale-hippie sensibility seems to be catching on. "It is the kind of stuff girls love to wear. Who doesn't want to feel effortless beautiful?" Cadenhead said.

For more information, visit the **Movement** showroom at 860 S. Los Angeles St., suite 525, or call (213) 489-0727.—*Erin Barajas*



## Idol Radee: Neo Prep

Launched in 2007, **Idol Radee** debuted as a fashion-driven golfwear line for young men. "We put together a Fall/Winter collection to test the market," said Nick Thomas, who, along with David Hickman and Scott Barclay, designs the Orange County, Calif.-based collection. "It was a great learning experience for us, and we got good feedback." Now, for Spring 2008, the brand (whose logo is Janus, the Roman god of new beginnings) is reinventing itself as a preppy sportswear line for young men.

"We didn't keep anything from the original line, except the young feel, which is what we got a good response to. The new line is a lot deeper and has a preppy feel but is more slim, more sleek and sexy," Thomas said. The reinvented **Idol Radee** has a country-club sensibility, which makes it ideal for the privileged set that doesn't want to wear streetwear. Packed with classic slim jackets, sweater vests, fine cotton broadcloth woven shirts, fitted polo shirts, spotted ties and tailored trousers, the collection is chic and understated, with a few youthful punches. A slim reversible swim trunk in Japanese nylon features golden hardware and a loop on the waistband from which to hang sunglasses. A motorcycle-style jacket in

brown or black check features lavender satin lining. A wool cardigan features antique brass buttons.

"We designed **Idol Radee** to be a cool, young, hip young men's line for athletic guys," Thomas said. "It is totally for our lifestyle. There isn't a lot out there for us. It's all either too military or too mod," he said. Golf still gets a nod, with dashes of plaid and plenty of crisp whites. "We do golf a lot; we're just not crazy-good," Thomas laughed. The young designers are also hoping that **Idol Radee's** new direction will help the brand cross over into boutiques with more of a streetwear focus. "We leave a lot of room for customers to be able to style our pieces however they want. It's very accessible," Thomas said.

Now in approximately 20 stores—including **Fred Segal Santa Monica**, **Planet Blue** and **Kitson** in Los Angeles and **Atrium** and **In God We Trust** in New York—**Idol Radee** is looking to grow its distribution. Wholesale prices for the line range from \$115 to \$165 for jackets, \$80 to \$86 for sweaters, \$39 to \$84 for knit and woven shirts, and \$89 to \$99 for pants. For more information, call (213) 689-7730 or visit the **Proper Fools** showroom, located in suite 520 of the **Cooper Design Space**.—*E.B.*



## Marisa K: On the Move

Designer Marisa Kenon spent several years designing for the **Tarrant Apparel Group**, one of the largest apparel makers in Los Angeles.

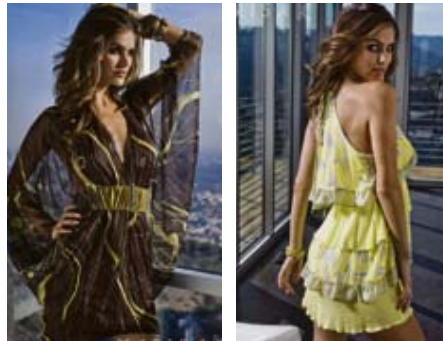
For nearly 15 years, she created all sorts of private-label garments sold in big-name department stores before branching out with her own label, **Marisa K**, a collection of tops and jackets that she started three years ago.

At first, Kenon joined financial forces with **City Girl Inc.**, a Los Angeles missy apparel manufacturer headed by Ron Perilman. When **City Girl** closed, she had thoughts about partnering with Los Angeles-based **Z. Cavaricci Inc.**, but after a few months of talks, that never came about.

Last year, Gerard Guez, **Tarrant's** founder and interim chief executive, acquired the **Marisa K** label with an eye on developing more in-house contemporary labels to go with his juniors label, **America Rag**, sold at **Macy's**, said Brad Kenon, Marisa's husband and president of the division.

Now **Marisa Kenon** is back designing with **Tarrant Apparel** with a staff of about 40 people. "Gerard created a stand-alone division and let it grow organically to see if it could get some legs in the marketplace," Brad Kenon said of the label's first year with **Tarrant**.

The organic growth took the collection away from embellished tops and nudged it toward the ever-popular dress, which is making a big splash in **Marisa K's** Spring '08 collec-



**DRESSING UP:** The **Marisa K** line has evolved from tops to dresses for Spring '08.

tion. Dresses make up 80 percent of the line, with tops filling in the rest.

For Spring, the collection is heavy on bright colors and prints made of European fabrics. The silk in the collection comes from Asia. Hem lengths are above the knee. The dresses have a feminine flow with touches of ruffles, chain-link straps and off-the-shoulder looks. Wholesale prices are \$78 to \$92 for tops and about \$120 for dresses, with the line being sold primarily at specialty stores throughout the country.

"We are really trying to methodically develop a line where the DNA is apparent," Brad Kenon said. "We're embarking on the branding side of the equation."

For more information, call Shereen Mir-tavoosi, **Marisa K's** national sales manager, at (323) 780-8250, Ext. 1404.

—*Deborah Belgium*

## Karta: Inspired by Jewelry

Bold jewelry is the center attraction on **Karta's** polyester shift dresses and puffed-sleeve tops. Clusters of stones adorn the neckline of **Karta's** dresses like brooches and, on the waist of another dress, act like a chic belt.

The embellishment was inspired by chunky 1950s and 1960s jewels worn by icons such as Elizabeth Taylor, according to Los Angeles-based designer Judi Lambert.

Lambert has always had a personal flair for embellishment. She previously designed the line **Joystick**, whose claim to fame was intricate, multicolor hand embroidery.

"I think of it as what's missing in the market on the novelty side," Lambert said.

Lambert said she designs what she likes to wear, and so far, her instinct has made **Karta** a hot seller. Since the line launched for Spring last year, it has been sold to more than 300 stores, including **Ron Herman**, **Nordstrom** and **Neiman Marcus**.

She said the line was for the fashion customer who "can't really afford the **Chloé** dress but can afford the handbag."

Wholesale price points range from \$125 to \$380. For Spring 2008, **Karta** continues the jewel embellishment motif in bright neon colors and pastels. Since its launch in 2006, the fabrication range has expanded to include cotton, silk, wool blends, cashmere blends and silk chiffon. For more information, call (213) 622-7090.—*Rhea Cortado*



## newresourceflash

### Hippie Ink's 'Strawberry Fields' Collection

**RETRO TEES:** Los Angeles-based tops line **Hippie Ink** has released a new group of shirts under the "Strawberry Fields" collection. The series features about 20 retro prints priced from \$38 to \$45. The shirts are made with ringspun cotton and are produced in the United States.

**KEY PIECES:** Styles include a Statue of Liberty print with metallic highlights, a Roy Lichtenstein comic-art print, foil prints, yin/yang symbols and vintage rock art. "They look like band or album-cover art. It's an ode to the **Beatles** thing," said designer Jennifer Ashley.

Many of the shirts are made with metallic stitching and are embellished with



**Swarovski** crystals. The tops are available in tanks, as well as cap-sleeve and elongated cuts.

The new grouping complements **Hippie's** growing line, which includes tie-dyed, chakra-symbol shirts, organics and a "love is" charity line that helps raise money for adoption services. The shirts have attracted celebrities

including Jenny McCarthy, according to the company.—*Robert McAllister*

**WHOLESALE PRICE POINTS:** \$38 to \$45

**CONTACT:** Sharon Koshet Sales showroom at the **California Market Center**, (213) 623-6689