

Golden Closets

A fashion publication that displays the retail and fashion lines of celebrities

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Heidiwood fashion show on April 11, 2008 at a Beverly Hills mall

ASSOCIATED PRESS

Montag takes us to Heidiwood

By: Helen Smith

Anchor Blue, a California-based clothing retailer is partnering with The Hills reality television star, Heidi Montag, to release 'Heidiwood' for Anchor Blue' clothing collection as well as being the spokesperson for the retail chain.

For those who do not have MTV or have no idea what The Hills is, it's a semi-reality television show, and from what I have seen, it pretty much consists of its stars working in jobs 'a million girls would die for', gossiping, throwing parties, or going

clubbing. (But I only saw one episode about 10 times when I was in the US, so I could be way off base as I got really sick of them hitting the same bar and watching Lauren and Heidi ignoring each other.)

Apparently Heidi's fashion credentials include a year in Italy studying apparel design in college, with Heidiwood to be inspired by "the reality star's personal style."

"Fashion is something that has always been a passion of mine," she says and adds, "I really look

forward to creating an affordable, fun and sexy line with Anchor Blue. I plan to get my hands dirty on this one. This is something I have always wanted to do and Anchor Blue has enabled me to be an integral part of the design process."

Heidiwood for Anchor Blue will consist of Juniors tops, bottoms, tees and accessories, debuting in Spring 2008 with items ranging in price from \$10 to \$60.

This should be interesting to say the least. From what I've gathered in all the

paparazzi pictures, the girl just seems to wear bikinis. I hope that's not what her collection is going to be made of.

It's a good thing Heidi's jumping into the celeb-designed clothing biz before it gets too saturated with loser wannabees who got famous for doing nothing on reality TV. Looks like Amanda Bynes, Mandy Moore and Jessica Simpson better watch their backs!

Right: Montag struts the catwalk as an encore for the end of her first fashion show.



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Steve & Barry's gets Bitten by Sarah Jessica Parker

By Barry Janoff

She used to be the star of *Sex and the City*. Now, Sarah Jessica Parker will be featured in "dress in the city" when she launches her own clothing line.

Steve & Barry's confirmed today that Parker has signed an exclusive deal with the company to sell a line called "Bitten," scheduled to launch nationwide June 7.

The company does minimal advertising beyond print in local papers when a store is opening or a line is launching, with under \$2 million spend in 2006, per TNS. Tracy Paul & Co., New York and Los Angeles, will handle PR, promotions and product placement. The tag for Parker's collection will be "Fashion is not a luxury, it's a right."

This will be Steve & Barry's first sub-line paring with a celebrity; last year, the company launched its first sub-line aligned with a pro athlete, the Starbury collection of sports wear and shoes with NBA player Stephon Marbury. This year, the Port Washington, N.Y.-based com-

pany also signed a deal with Hasbro for an apparel collection that will bring about a dozen toy and game properties to its stores beginning this spring.

The company, owned by Steve Shore and Barry Prevor, said Parker decided to align with them because of their philosophy of offering quality merchandise at the lowest possible prices. "Women should be able to wear great clothes and not lie in bed at night feeling guilty about how much money they've spent," Parker said in a statement through the company.

Steve & Barry's operates nearly 200 stores in 33 states and plans to open 100 more units in 2007, with all clothing and accessories at \$20 or less. Most of the company's stores are located in malls or near universities to target 15-25 year olds. Steve & Barry's received tremendous word-of-mouth marketing when the Starbury line launched last August, in particular behind the \$14.98 basketball shoes endorsed by Marbury (who claims to wear



Parker's Bitten ad can be found in Steve & Barry's stores all over the country, as well as magazine. The "fashion is not a luxury" shirt is projected to sell out. Photo by Associated Press

on court with the New York Knicks the same shoes available to the public).

The "Bitten" line will consist of some 500 clothing items and accessories, including knit shirts, wool and cashmere sweaters, dresses, lingerie, jeans, jewelry and footwear. Prices will range from \$7.98 to \$19.98.

Fashion is Dear to Byne's heart

By Tali Yahalom

Amanda Bynes may share an age bracket with other young stars making news headlines, but that's about it. The 21-year-old actress turned fashion designer, who just launched her under-\$20 line, Dear, exclusively for Steve and Barry's, is all about staying out of the gossip columns.

The California native, as bright and bubbly as when she was host of Nickelodeon's *The Amanda Show* more than 10 years ago, is on the move, visiting Steve and Barry's stores across the country and talking up her Snow White-inspired movie, *Sydney White* (in theaters Sept. 21). When there's time, she enjoys having sushi dinners with family and friends.

In Manhattan Mall to promote her first-ever apparel, accessory and footwear collection of more than 120 items, a

Dear-clad Bynes took a break and opened up about her inspiration, how she fits in with young Hollywood — and how she doesn't.

Q: How would you describe your line?

A: Fashionable, affordable and fun... (It's targeted) at girls in school and then girls in college.

Q: Who was your inspiration?

A: I definitely was inspired by my mom. My mom has a very go-getter attitude.

Q: Do you feel any connection to Sarah Jessica Parker, who just launched her own budget-friendly line, Bitten, this summer?

A: I've always been a huge fan of hers, and I'm still dying to meet her. I love her clothing line. Ours are different — mine is its own vehicle, but I'd love to meet her.

Q: What does it feel like when you hear you are being compared to other members of young Hollywood, such as

Lindsay Lohan or Britney Spears?

A: We're only compared because of our age. Other than that, I never wanted to be a model. I never wanted to be a serious actress. I started off doing comedy. I did a stand-up comedy camp at the Laugh Factory, and I started out on Nickelodeon (in 1996 with the sketch comedy show *All That*). I'm in no way in competition with them. I feel like I have a totally different thing.

Byne's under-\$20 line hits Steve and Barry's nationwide this fall. Check www.steveandbarrys.com for more details.



Above: Bynes at the launch of Dear. Below: Some of the necklaces from the line. Both photos by Nicole Rivera



Stefani sues Forever 21

By Gina Serpe

Imitation may be the sincerest form of flattery, but it's also the surest way to legal action.

Harajuku Lovers, one of the clothing lines under Gwen Stefani's L.A.M.B. umbrella, has filed a federal lawsuit against fashion megachain Forever 21, claiming the discount retailer has illegally ripped off Harajuku's designs.

In the complaint filed June 14 in U.S. District Court in Los Angeles, Harajuku Lovers alleges false designation of origin, trademark infringement, dilution and unfair competition against the chain for its alleged sartorial pilfering.

"We feel that both our L.A.M.B. and Harajuku Lovers designs have been infringed upon by Forever 21 and we plan to vigorously protect our intellectual property," Stefani rep Katie Adams told E! News.

Part of their vigorous defense plan includes the demand for the issue to be settled at a jury trial.

At issue is Harajuku's trademark hearts and heart-box designs, which have featured in their black, white and red glory on countless articles of clothing, handbags and other accessories and which, per the suit, have begun appearing in nearly identical black, white and red glory on countless articles of clothing, handbags and other accessories under the Forever 21 brand.

Stefani's company alleges the Forever 21 mockups are

"virtually indistinguishable" to those of the originating brand. The difference lies in the wording accompanying the cutesy hearts and Japanese characters—whereas Harajuku Lovers features the words "Harajuku Lovers" around the characters, Forever 21's designs featured the words "Forever Love."

The lawsuit deems the small text change "inconspicuous" and says it's so "unlikely to go unnoticed by a consumer" as to be "confusingly similar" to the untrained eye. Except, of course, once those untrained eyes direct their focus to the pricetag.

The court papers feature images of both to show how closely the designs resemble each other.

As Stefani's company sees it, Harajuku Lovers is entitled not only to monetary damages but to Forever 21's profits and gains and punitive damages as well, alleging as they do that the company's wrongful acts were of a "willful nature."



Stefani at the 2007 MTV Music Awards. Photo by Associated Press

Nicky Hilton follows in others footsteps and impresses many

By: Steve Haas

Twice a year the fashion industry converges in Las Vegas at MAGIC where designers bring next season's fashions out for public scrutiny. They meet with buyers from retail company's all around the world and sell!

Nicky Hilton showcased two lines at MAGIC for Spring/Summer 07. She brought back her "Chick" line, a denim based line of casual tops. She also launched a new line, "Nicholai," a couture fashion.

Solis' Steve Haas sat down with Nicky Hilton to talk about the new lines.

"Hey Nicky! It has been a year since we last hung out! IT was at the Heatherette Launch Party at Light in the Bellagio. That was a crazy night!"

"Nice to see you again Steve," she replies. "Yea it was! The Heatherette boys know how to throw a party!"

They begin to flip together through the Chick collection. For a newer line, it's fantastically mature - flattering feminine bodies, great fabrication.

"The line looks hot!" remarks Steve, "The line looks stylist, sophisticated, and affordable!"

She replies, "I'm proud of it because we took back the ideas and reworked them. This 'Chick' relaunch truly reflects my style. IT is my ideas that you see, that are"

The show's stylist move though 'Nicholai.' The details are stunning! Fabrications are amazing! The line takes definitive and intelligent jabs at classic ideas. There's a trench coat dress that's cut high above the knee, a hounds-tooth four button blazer with frayed hemming. "Nicholai" reflects classic Nicky Hilton: chic, elegant with her always impeccable style.

Nicky walks over to show Steve the dress she will wear that evening to Pure at Caesar's Palace, who is hosting the runway debut of Nicholai. Her dress is white and sleeveless cut midway above the knee. Black lace runs up one side around the back and down the other, resembling a black bow across the front and black lace hems the bottom creating a lingerie finish. It looks comfortable, fresh, sexy. "You have to come to the show tonight," Nicky's publicist Eddi invites, "the party's going be Sick!"

"We'd love too," "We love Solis" Adds Nicky

The event at Pure was packed! If anymore tall beautiful women were allowed in, it would be a crime! Fashion dripped off every high heel and down tafida sleeves! Extra's John Kelley was there. Prince had his own table and entourage to watch the show. Eight models dazzled a packed house wearing Nicholai. At the end of the show, Nicky Hilton does her catwalk of success to an impress and cheering crowd. She smiles and blows them a kiss.

Solis previewed both lines for Fall. The Fashion show at Pure was amazing and sexy.

PURE was electric as the number one club in the country played host to the launch of Nicky Hilton's never before seen couture fashion line "Nicholai" and the Spring Fashion Show for her "Chick by Nicky Hilton" jean line. Arriving to a packed crowd, Hilton dazzled the crowd with the premiere of her hot new fashion line. With EXTRA's John Kelly kicking off the fashion showcase, eight beautiful models strutted their stuff down the runway in clothes that will soon be as popular as Nicky Hilton herself. With camera's flashing and the crowd

going wild for the models, the biggest cheer was when the designer herself walked down the catwalk to take a bow.

Paris and Nicky Hilton Ready to Invade Vegas ... Again

The Hilton sisters are back! First of all -- confirming our exclusive Luxe Life scoop yesterday -- Paris will be here to celebrate her birthday with ex-flame Stavros Niarchos on her arm. "They are back together again and in full force," one of their friends told me. Then tonight, little sister Nicky debuts her new couture fashion line in a premiere showcase.

Paris' birthday bash takes place Saturday at Body English in the Hard Rock and Nicky's introduction of her new "Nicholai" label is at PURE in Caesars Palace this evening.

Today, though, 25-year-old heiress Paris is picking up a \$1-million paycheck for flying to Vienna, Austria for a dinner-dance date with an ageing European mogul who shelled out the astronomical fee for Paris to attend the famous Opera Ball. Richard Luger, a 74-year-old married construction magnate, has previously escorted Carmen Electra, Pamela Anderson and Spice Girl Geri Halliwell to the prestigious event long regarded as #1 on the European high-society social calendar! Paris' attending the ball has had European society up in arms about her visit because of the controversial headlines and sexy photos she's been involved in recently. Some 4,500 of the most wealthy and well-heeled aristocrats from all over Europe attend the annual ball. But all Paris prefers to do is dance: "I just want to enjoy the magic of the ball. I learned the waltz when I was young. I have been practicing my steps and now I'm ready to



A Chick model showing off some of Hilton's

designs. Photo by associated press

dance." In addition to Paris' appearance fee, Luger has to shell out over \$1,500 each for the tickets, limousine, hotel charges and flowers to decorate his private box near the dance floor! Tomorrow she'll fly back to LA, and then immediately pickup Stavros and private jet themselves into Vegas on Saturday. Nicky will stay here after her fashion show

for big sister's Saturday party. She'll display the new Spring line of her successful "Chick" fashions and launch the new "Nicholai" designs.

Siriano bashes the ladies of The Hills

By: Jill Vogel

Christian Siriano has been very busy since his win on Bravo TV's "Project Runway." The over-the-top designer will guest star on ABC's "Ugly Betty" May 1.

"Filming Ugly Betty was amazing," the 22-year-old said. "The cast was the most fun, lively and supportive ever. They're as fierce and ferocious as they can be. Vanessa Williams is the queen of fierceness and Becki Newton

is the princess... I'm inviting them all to my Spring 2008-09 collection -- it'll be a great front row!"

"Project Runway" judge Nina Garcia will also make a guest appearance on the show, playing herself.

But Siriano's been doing more than making nice with the cast of "Ugly Betty." He made some negative comments to Life & Style magazine about celebrity designers, reportedly Lauren Conrad and Whitney Port

of MTV's "The Hills," in particular.

"It's really sad that if I didn't win Project Runway, I probably wouldn't have the sponsors I have now. I would have never been able to do what they have done because they all have disposable income, and yet their work still isn't that great," Siriano said. "I mean, it's fun and flirty and young, but they're not innovators. None of them will ever be an innovative designer. Buyers and

editors are looking for longevity, and hopefully they will see that in me."

Yikes! I can only wonder what he thinks of Heidi Montag's new line, Heidiwood!



Siriano won Bravo TV's hit show, Project Runway, this past March. Photo by Associated Press

Pete Wenz and Nordstrom present Clandestine Industries

By: John Arik

Seattle-based Nordstrom, Inc. JWN and musician Pete Wentz, bass player and lyricist for the multi-platinum award winning band Fall Out Boy, announced today the launch of an exclusive fashion collection from Clandestine Industries, designed by Pete Wentz in conjunction with the Nordstrom Product Group in-house design team for BP., the junior department at Nordstrom.

This distinct collaboration of music and fashion will include a stylish assortment of apparel such as graphic t-shirts, hooded sweatshirts and denim which will be available at select Nordstrom stores across the country and online at Nordstrom.com as well as at the Clandestine retail store in Chicago and at <http://www.clandestineindustries.com> in April.

"I think this relationship shows how much fashion and music are

linked," says Pete Nordstrom, President of Merchandising for Nordstrom. "In the case of Pete Wentz, here's an artist who's really well known, has a proven, personal interest in fashion design, and happens to have great fashion sense too. It makes for a perfect collaboration between Pete and the BP. department where we will carry the line."

"I am stoked to collaborate with Nordstrom," remarks Pete Wentz. "We've always aspired to create one-of-a-kind garments with an aesthetic that warrants national exposure and Nordstrom is the perfect fit."

To celebrate the partnership, a limited edition documentary DVD entitled "Making Mischief" and bonus CD will be available on April 9, 2008 at Nordstrom stores across the country and online at <http://www.nordstrom.com>. The DVD/CD set, which retails for \$9.95, or \$5.95 with

any BP. purchase, will feature exclusive interviews with Pete Wentz and behind-the-scenes video footage of the design collaboration along with a 10-song CD compilation featuring tracks from Pete Wentz's Decayence label. Nordstrom has recently launched a BP. MySpace page which currently includes Pete Wentz ringtones, links to pre-order the collection and a video clip of the limited edition DVD, in addition to other BP. content.

Clandestine Industries was created in 2004 with the release of "The Boy With A Thorn in His Side," a fictional work inspired by the nightmares of a young Pete Wentz. Since that time, the collection has evolved into a full-fledged lifestyle brand which includes limited edition tees, hoodies and accessories available nationwide.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 157 stores

located in 28 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 103 Full-Line Stores, 50 Nordstrom Racks, two Jeffrey boutiques and two clearance stores. Nordstrom also serves customers through its online presence at <http://www.nordstrom.com> and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

CLANDESTINE INDUSTRIES

Above: the Clandestine Industries logo. Photo by Associated Press
Below: Wenz sprawls out on a Nordstrom display while showing off apparel and bedding that he designed. Photo by Associated Press



A DVB store display at Selfridges & Co. in London. Photo by Robin Schmidt

DVB dropped by Kitson

Victoria Beckham's pricey denim line has reportedly been demoted to less than posh surroundings.

Since hanging up her microphone, the Spice Girl has moved into the bitchy world of fashion, drawing on her "classy" image to become a top celebrity designer.

But her aspirations appear to have taken a hit. According to the British paper *The Daily Mail*, her dVb jeans have been axed from L.A.'s exclusive boutiques and are now being sold for knock-down prices in bargain-basement stores like Loehmann's.

It is not the first time that Victoria's attempts to appear high-class have been undermined by associations with the tacky.

The wife of soccer star David Beckham got her footing in fashion in 2004 by creating a line of casual wear with the denim brand Rock & Republic. After she struck off on her own with her dVb line, she was hit by sniping that she uses low-quality materials for her jeans.

A spokesman for Robert de Keyser, owner of distributor Dekeyser Fashions, said: "The new Beckham range appears to be seriously overpriced for a line which is made, unlike other premium denims, in China out of a cheap fabric."

"Whatever Victoria learned about denim from working with Rock & Republic appears to have been lost."

If that's true, then maybe dVb's demotion to the bargain bins is simply a case of the market correcting itself.

Her jeans were selling for upward of \$280 at the toney L.A. boutiques Kitson and Fred Segal. At Loehmann's, they can be had for \$69.99.

The latest gossip may only be a blip in



Team Beckham's mission to conquer America. Hubby Dave is leading the goal assist charts in Major League Soccer and Victoria has reportedly been asked by Tom Cruise to design costumes for his upcoming film project with Ben Stiller, *Hardy Men*, an updating of *The Hardy Boys* books.

Beckham at a rare in store appearance in Chicago. Photo by Robin Schmidt