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## Cheat Sheet: New York Upstarts

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 Hayden-Harnett's Toni Hacker and Ben Harnett.  
LAUNCH SLIDESHOW 18 images

**ALLISON PARRIS: Tuesday, Feb. 17, 11 a.m., Greenhouse, 150 Varick Street.**  
 No avant-garde pretensions here — Allison Parris says she makes “regular feel-good clothing” like day dresses, cardigans, cocktail frocks and beaded evening pieces. A recent Fashion Institute of Technology grad, Parris started out making custom prom and cocktail dresses at age 16, and racked up internships with Catherine Malandrino and Cynthia Rowley, plus a stint at knitwear label Love by Design. Her 30-look lineup will be shown on two separate runways, one upstairs and one downstairs.  
**Wholesale prices:** \$100 to \$200 for day dresses; \$150 to \$250 for cocktail dresses; \$400 to \$500 for gowns.  
**Sells at:** This is her first season, so no retailers yet.

**COVENTRY: Tuesday, Feb. 17, 3 p.m., Cedar Lake, 547 West 26th Street.**  
**Designer:** Matthew Terry  
 Plenty of needle wielders with a literary bent claim to be inspired by Proust or Fitzgerald, but Matthew Terry has pop culture on his mind. His fall lineup stems from the Eurythmics video “Here Comes the Rain Again,” with its Scottish Highlands setting. In the video, the band wears traditional Scottish costume, so Terry executed some reimagined versions of the kilt in featherweight and translucent fabrications. “They’re clothes for warriors — they have a real structure to them,” he says.  
**Wholesale prices:** \$200 to \$4,500.  
**Sells at:** Odin and Pas de Deux in Manhattan.

**UNRATH & STRANO: Thursday, Feb. 19, 12 p.m., Eyebeam Gallery, 540 West 21st Street.**  
**Designers:** Klaus Unrath and Ivan Strano  
 Given that Klaus Unrath worked for Vivienne Westwood (he designed her Red Label collection for three years) and Ivan Strano did theatrical costumes in Switzerland, it makes sense that their line would be over-the-top. This season, they’re exploring Persian styles, showing corsetlike dresses with scalloped, tasseled edges and plenty of embroidery. About 50 looks will be shown — 40 women’s and 10 men’s.  
**Wholesale prices:** Jerseys run from \$70 to \$300; dresses, \$200 to \$5,000; jackets and coats, \$300 to \$1,000.  
**Sells at:** Miz Scarletts in Atlanta; Pool in Munich, Germany; Fashion Clinic in Düsseldorf; Seventh Continent in Moscow.