



LAUNCHES YOU'LL LOVE

<p>MARCH</p> <p>The geometric shapes of Yigal Azrouël's new handbags for Cut 25 gives these carryalls a cool edge. (Leather satchel, \$590; cut25.com)</p> 	<p>Shoe maven Loeffler Randall introduces Heart LR, casual metallic flats and chunky platforms. (Plank sandals, \$195; loefflerandall.com)</p> 	<p>SUNNIES FOR EVERY STYLE!</p> <p>Stella McCartney's shades are oversize and eco-friendly, made from raw materials like castor-oil seeds. (Sunglasses, \$250; at Sunglass Hut.)</p> <p>The retro-style designs from Selima Sun for J. Crew come in this season's most coveted hues. (Candace frame, \$128; jcrew.com.)</p> <p>Yes, you can wear them at night. Carven débuts limited-edition frames with flip-up lenses. (Anastasia frame, \$336; carven.com for stores.)</p> 	
<p>Wes Gordon brings his modern aesthetic to Jones New York with tailored jackets and pops of color. (Blouse, \$148, shorts, \$128; bloomingdales.com)</p> 	<p>Doo-Ri Chung is the latest designer to collaborate with Macy's Impulse on a capsule collection. Expect colorful knits and jersey pieces. (Dress, \$79; macy's.com)</p> 	<p>Gear up for beach season with pretty swim separates from Giejo. We adore the blended prints. (Top, \$96, bottom, \$86; shop giejo.com)</p> 	<p>Anna Sui brings her signature purple palette and iconic butterfly print to Tumi for travel pieces you won't miss at baggage claim. (Carry-on bag, \$545; tumi.com.)</p> <p>Wear 'em two ways! Handbag designer Dee Ocleppo presents clutches and totes with removable shells for HSN. (Plaza clutch, \$99; hsn.com)</p> 
<p>Chic sneaks! Superga joins forces with the Row masterminds Mary-Kate and Ashley Olsen for luxe tennis shoes in cashmere and linen. (Sneakers, \$190; at Neiman Marcus.)</p> 	<p>Tracy Reese and Clos du Bois unveil the Chic Picnique basket, with wine, a corkscrew, and glasses—perfect for a blissfully boozy park hang. (\$135; closdubois.com)</p> 	<p>L.A. fave L'Agence adds shoes to its repertoire with sexy lace-up heels and flats. (Heels, \$425; barneys.com)</p> 	<p>Insidestory: Each piece is lined with a classic Anna Sui pattern.</p> 



THE NEW QUEEN OF GREEN

"I love to cook and make a mess," says **Jessica Alba**, explaining her impulse to found the **Honest Company**, a subscription service that delivers eco-friendly cleaning supplies. "The soap is tough enough for the dishes that pile up in my sink but also safe to use on my daughters' baby bottles and sippy cups." (\$36/month; honest.com.)

