



# Designing Women Get Ready for the Runway

By Tracy Jones

Paris, Milan, New York, London... and Jacksonville?

Some of the world's most prominent cities are known as fashion destinations that develop the talent of emerging and established designers. Tiffany Hager and Cristina Farrell wanted to add Jacksonville to the list of fashion-friendly destinations, which is why they founded Jacksonville Fashion Week.

The fashion week, which begins Wednesday, is a collaborative effort among local women to showcase the work of Jacksonville area designers, which will help their talents flourish and positively influence the quality of living in Jacksonville, Hager said.

And local designers are sharing in Hager's enthusiasm. Erin Healy, a Jacksonville-based designer and native who will be showing her collection, said an event such as Jacksonville Fashion Week will only strengthen the credibility of Jacksonville's future in fashion.

"We've got a groundswell of amazing talent, and I can't wait to see the designers and models blow away any doubts about this city's potential as a nationally recognized fashion hub," Healy said.

Seven established Jacksonville area designers, as well as several emerging designers and fashion students, will show their collections this week, and the runway shows will be accompanied by several other events, with much of the proceeds benefiting non-profit organizations.



## **Sonia Thomasino**

Wearing: Richard & Bancroft  
EXECUTIVE DIRECTOR Coordinated volunteers and interns, marketing, organized staff. "I think people are going to be very pleased, and I think we've done our best to produce a professional fashion show."

## **Melissa Intemann**

Wearing: Lauren Rossi  
COMMUNITY RELATIONS  
She organized Fashion Night Out with Jacksonville-area boutiques. "[Jacksonville Fashion Week] is a great way of reaching out to the local fashion community. It is something you want to be a part of."

## **Tiffany Hager**

Wearing: Chabri  
CO-FOUNDER Along with Farrell, came up with the idea and execution of a local fashion week. "We really want to bring the community together, and this vision couldn't have come together without these ladies — the core group."

## **Cristina Farrell**

Wearing: Richard & Bancroft  
CO-FOUNDER Along with Tiffany Hager, came up with the idea and execution of a local fashion week. "We had these amazing, strong women building a team around us, and the universal goal was to showcase these local designers."

## **Liza Chung**

Wearing: Argie Mitra  
EVENT DESIGNER Designed the look of the shows at the Jacksonville Bank Building and Casa Marina. "When you come to the show, dress to impress, and prepare yourself to be noticed."

## **THEY'VE GOT THE LOOK**

To celebrate its inaugural year, skirt! asked the organizers of Jacksonville Fashion Week to model some of the looks that will be coming down the runway.

## **Q&A WITH FOUR LOCAL DESIGNERS**

Skirt! talked to some of the local designers showing at Jacksonville Fashion Week to see what can be expected at their runway show, learn about who inspires them and what fashion lovers can expect for the spring season.

### **Erin Healy**

Erin Healy Collection, [erinhealydesigns.com](http://erinhealydesigns.com)

#### **What trends can be expected in the line you're showing at fashion week?**

Lots of dresses paired with jackets that can be worn with the dress or separate. Deep textures and metallic fabrics are in this year, and you'll see a lot of both in my designs.

#### **What trends do you see are important for spring 2011?**

I think we'll see a lot of neutral tones glammed up with metallic fabrics and accents. Color is still big, too, and I think you'll see a lot of unexpected color combinations. Styles are known to come back in 30-year cycles, and we're definitely seeing a fascination with both the 1940s pinup look that Katy Perry loves and the 1970s look with slinky fabrics and sleeveless, deep neckline tops.

#### **Are there other designers you draw inspiration from?**

My all-time favorite designer is Coco Chanel — timeless chic. And my looks have been described as having a slight edge but remaining very feminine. I love the streamlined, simple, but super sexy dresses and jackets by the Alexander McQueen house.

#### **Are there other sources of inspiration you draw from?**

My two biggest inspirations by far are nature and art. And really, nature is art. Slow down long enough to notice the colors, patterns and textures in everything from flowers to seashells to birds' feathers to tropical fish or snake scales and you'll realize that nature really is design at its unadulterated best.

### **Jennifer Chabri**

Cunningham Chabri, [chabri.com](http://chabri.com)

#### **What trends that can be expected in the line you're showing at fashion week?**

Lots of color! I have been obsessed with dyeing fabric to deep, rich vibrant colors. Flow and drape have also been very important.

#### **What trends do you see are important for spring 2011?**

Well, again I think color is an important trend right now. I mean life has been so difficult for so many people for a while now, and I think it's high time fashion can inspire a little energy into us. A very optimistic approach is energizing in fashion now. Of course, I ultimately believe simple chic elements and function are still very important in clothing. However, what is wrong with a little indulgence in spirit lifting luxury?

#### **Are there other designers you draw inspiration from?**

I've actually not paid attention to who is who until recently really, but looking back most of my favorite and most inspirational designs came from and continue to come from Karl Lagerfeld.

#### **Are there other sources of inspiration you draw from?**

Color, texture, movement of the fabric are big inspirations in and of themselves. However, the elements of water, and wind especially, have remained a huge element in my designs. I love the beach, Florida, tropical climates and eclectic locales, so they really invoke the mood of the clothing. Really the most interesting things come to me in my dreams though.

## **Julie Turchin**

Ylega Vega Atelier, ylegavegaatelier.com

### **What trends can be expected in the line you're showing at Fashion Week?**

My line was inspired by luxuriousness and ornateness of Rococo time period. I will showcase a line of multifunctional swim wear and cover-ups, allowing use at the resort, cruise, beach from day wear to glamorous evening pool parties. Many pastel and metallic and floral fabrics will be showcased.

### **What trends do you see are important for spring 2011?**

Trends include 1970s glamour from bohemian to more sophisticated looks — 1960s ladylike makes a strong return with shapes to accentuate curves and foster femininity. Punk fashion is another strong trend that we see on the runway. Clothing trends include sheer maxi dresses, lace clothing with antique-like fabrics, tail hem dresses, tassels, wide-leg pants, jumpsuits [and] crop tops.

### **Are there other designers you draw inspiration from?**

I admire many designers; one of my favorite is Ralph Lauren for his timeless classics and remarkable quality.

### **Are there other sources of inspiration you draw from?**

Really anything that catches my eye, places I have traveled to, history, nature. Everything is a source of inspiration as long as I keep my eyes open.

## **Courtney Glavin**

Richard & Bancroft

### **What trends can be expected in the line you're showing at fashion week?**

I'm definitely leaning toward a Southwest-Mexican vibe. I actually ordered authentic Mexican serapes from a store in California and then had two terrible realizations. The first realization was that the fabric is so thick and loosely woven it's a complete chore to hem each side. Also, I found similar serapes at a gas station down the street.

### **What trends do you see are important for spring 2011?**

I'd like to think that the trends will follow suit in my ethnic inspiration. I've also seen a lot of long dresses and skirts coming back. I like that. I like almost every fashion trend that was established in the 1970s.

### **Are there other designers you draw inspiration from?**

I've been liking Kym Ellery. Her clothes are different and thoughtful — something I could see myself wearing. And more importantly, I caught one of her interviews, and she seems like someone I would want to hang out with.

### **Are there other sources of inspiration you draw from?**

Definitely. Hence my inspiration for this spring/summer collection. I'd really like to travel more in the future rather than being influenced by pictures in a magazine or on the Internet.

### **What can people expect from your show at Jacksonville Fashion Week?**

To have fun. If they paid extra for the open bar, then they can expect to have a lot of fun. And to leave craving a foreign, sun-soaked vacation.