

THE ZOE REPORT

Under-The-Radar Brands All Fashion Editors Will Be Wearing This Fall

by Kristi Mikesky | October 3, 2016

One of our favorite parts of *fashion week street style* is getting a peek at what editors and insiders will be wearing in the forthcoming season. It's a window onto a fresh crop of up-and-coming labels for fall—ones industry darlings are acquainted with but that are still relatively under the radar, for now. Hence, there's no better time to buy in (because how gratifying is it to be the first of your friends to know about a collection that turns into the next big thing?). Here, eight labels making waves among the fashion set.



Ammara

Another forward-thinking brand embracing the direct-to-consumer model is Ammara, a shirts-only namesake line launched by Harvard Business School grad and young mom Ammara Yaqub. The idea is to provide designer-quality goods at a contemporary price point—all of her offerings are produced in New York City's best factories, and items start at \$295. On a quest to create the perfect top, Ammara focuses on minimal yet functional silhouettes—perfect for the fashion-forward professional who needs shirts for work *and* play.

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