

GUIDE BOOK



THE LOOKER

*PARIS
INSPIRES
SEXY,
COMFY
LINGERIE*

Frank Rosner / Les Lunas



By Lorraine Sanders

So-called granny panties are enjoying a moment this summer. But unflattering VPL isn't something every woman is willing to get behind in the name of comfort. Luckily, it doesn't have to be a case of either / or, says Anna Lecat, founder and CEO of Les Lunas, fresh out with an underwear line designed to be "comfortable and sexy at the same time."

Dubbed George V for the Paris neighborhood that inspired the micro collection, the latest offerings from the San Francisco womenswear brand aim to flatter while feeling barely there and disappearing entirely under clothes. Available in fuller-



The Les Lunas George V nightdress (\$118), top, and the Les Lunas George V tanga in dark navy (\$32).

Visit www.leslunas.com to shop online or book a private try-on session in the San Francisco showroom.

for the seamless silhouette.

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Dubbed George V for the Paris neighborhood that inspired the micro collection, the latest offerings from the San Francisco womenswear brand aim to flatter while feeling barely there and disappearing entirely under clothes. Available in fuller-bottomed bikini, cheek-baring tanga and thong styles (\$28-\$32), a combination of bamboo stretch jersey fabric and a signature diamond-patterned lace are to thank



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"I am doing this company here in San Francisco because this is the best place in the world to run an innovative company, and France, to me, is the best place for how to dress," says the mother of two.

Lorraine Sanders is a San Francisco freelance writer. E-mail: style@sfbchronicle.com

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Produced in Lecat's own facility in Shanghai, where she lived and worked for more than a decade after leaving her native Ukraine on an educational scholarship, the company's garments include dresses and jumpsuits meant to look and feel at home on a plane, the playground or at a summer party.

THE LIST

COMING UP ROSES

Roses have long been a symbol of beauty and romance and marked special occasions (as fans of "The Bachelor" know all too well). Now, as June comes to a close, celebrate the final days of National Rose Month in sweet new ways with these floral-infused beauty products.

— Erica Evans, eevans@sfbchronicle.com



CREAM OF THE CROP

After a hard day in the garden, this hand cream will soothe rough skin. Loaded with shea butter and natural oils, it offers protection against even the thorniest of situations. Soap and Paper Factory Bouquet Shea Butter hand cream, \$18. www.soapandpaperfactory.com.



WALK THE LINE

Roses might mend a broken heart, but did you know they can work magic on wrinkles, too? Made with Black Rose extract, this face oil helps diminish fine lines and nourish skin. Sisley Paris Black Rose Precious Face Oil, \$235. Bloomingdale's Westfield San Francisco Centre, (415) 856-5300, or www.sisley-paris.com.



EDITOR'S PICK

ON A ROLL

Cased in an elegant vial, this rose-scented roll-on fragrance is great when you're on the go. Call it Eau Rose, but the sensual aroma by any other name would smell just as sweet. Diptyque Paris Eau Rose Roll-On, \$48. 171 Maiden Lane, S.F. (415) 402-0600. www.diptyqueparis.com.



TONE IT DOWN

A rose fades, but beauty doesn't have to with this floral water, which revitalizes and hydrates skin, thanks to extracts of certified organic rose petals and pure Bulgarian rosewater. Tammy Fender Bulgarian rose water, \$65. www.tammyfender.com.



KISSING GAME

Inspired by the softness of rose petals, Dior infused flower power into this must-have lip balm. Its nourishing damask rose essential oil extract works to plump and moisturize damaged lips. Dior Crème De Rose lip balm, \$28. Bloomingdale's Westfield San Francisco Centre, (415) 856-5300, or www.dior.com.



ALWAYS IN STYLE

Chanel's Flamme Rose nail lacquer is a color classic. The sophisticated subtlety of this pale pink shade makes it the perfect hue to add romance to any occasion. Chanel Le Vernis nail colour in flamme rose, \$27. Bloomingdale's Westfield San Francisco Centre, (415) 856-5300, or www.chanel.com.