

Glitzkreig!

A pair of buzzy fashion designers, a chic new Buckhead boutique, and two clever store concepts descend on Atlanta this spring

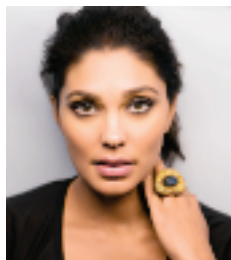
| By Amy Flurry |



Zac Posen and fashion from his new Z Spoke line at Saks Fifth Avenue.

Zac Posen

Rare has been the photo of Zac Posen without a celeb (A-listers please!) on his arm. They often shimmy into his frocks as well. Katy Perry, Demi Moore, Megan Fox and Claire Danes have all recently been snapped wearing his label. This designer *wunderkind* has practically been raised on the red carpet, his success spoon-fed by important editors and socialites. But Posen's remarkable ascent and recession-blind stickers (gorgeous gowns for \$10,000-plus) were more evocative of a bygone fashion era. This month he joins fellow young designers, including Thakoon Panichgul, Richard Chai and Doo-Ri Chung, in launching a more attainable line. Posen's diffusion line "Z Spoke" debuts exclusively at **Saks Fifth Avenue**, and Posen, himself, will pop into town to present it at Saks on **March 3, 6PM**. Reporting to *WWD*, Posen said, "It's not Zac-for-less, it's not the little sister collection at all. This is about a new identity and the keyword is sportswear," adding that he could see these styles on a Lower East Side girl. Strong on separates and on color and prints, we like the easy-to-layer pieces almost as much as we like the price, which starts at a jaw dropping \$78!



Rachel Roy

Before her 2010 fall show at New York Fashion Week, Roy took a break to talk about fashion risks and her beauty beat. Roy will introduce her core collection at the Children's Healthcare of Atlanta luncheon at **Neiman Marcus** on **April 14** and at a runway presentation of her new "signature" line on **April 15**, both open to the public.

Any style icons? *Vogue* editor Lauren Santo Domingo because she combines disparate things in a way that look so effortless. And Amy Fine Collins takes beautiful, classic Ralph Rucci pieces and wears them to the nines. Then, of course, there's Coco Chanel for her modern views on how to dress a woman at a time of the corset and skirt. **How do you strive to make it easy for women to get dressed?** It's important for American women to take chances with prints and color. I do a lot of mixed-print dresses and odd color combinations. This gives classic pieces an edge. Michelle Obama, whom I'm thrilled to say wears the line, does this well. **Spring all-stars?** Definitely the air tweed blazer, so light that it serves more as a cardigan. And I'm really feeling the men's blouse. A woman wearing a men's silhouette, but one cut to her body and maybe with one extra button opened, is so sexy. **Your beauty arsenal?** Bobbi Brown liner and shadows to get my smoky eye, Estee Lauder's TurboLash, and everyone comments on my scent, which is Chanel No. 5, but the body lotion. It stays on longer.



A look from Rachel Roy's Spring 2010 Collection.

Owner Emily Dees Boulden at Swank.



Swank

With a facelift in the forecast and a café on the way, The Shops Around Lenox is shaping up to become one of Atlanta's premier park-and-shop destinations. Building on an impressive retail roster that already includes fab'rik, Ligne Roset, Rhinoceros, Tootsies, American Apparel and Bill Hallman Studio, **Emily Dees Boulden** opens a second location to her Birmingham-based Swank boutique. A former buyer for Saks Incorporated, Boulden—newly wed and a new resident to Buckhead—will plug in her already successful formula of carefully edited labels like Rozae Nichols, House of Harlow, Black Halo, Vivienne Tam and Barbara Bui with a sprinkling of smaller local designers. Think "edgy, yet impeccably stylish finds," says Boulden. *3400 Around Lenox Dr., 404.231.4114, swankatlanta.com.*

Python heel by Barbara Bui at Swank.



THIS JUST IN!

Neiman Marcus' hip, shop-within-a-shop concept, **Cusp**, arrives at its Lenox location in March. The freestanding specialty boutique, known for experimenting with new and emerging fashion ideas and names, is aimed at a younger shopper with collections organized by trend rather than by designer. Key lines for spring: Kite and Butterfly, Parker, and Beyond Vintage....And bargain hunters rejoice! Nordstrom's much-loved, off-price retail store, **Nordstrom Rack**, opens at Buckhead Station shopping center this spring.