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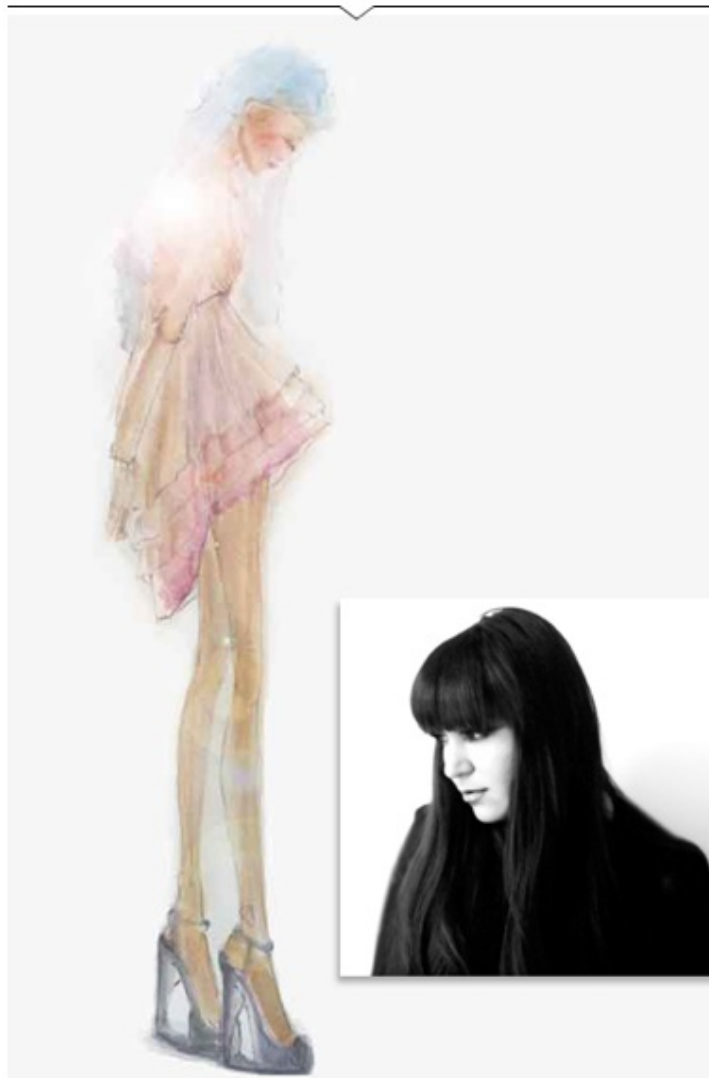
Welcome to New York!

Meet ten talented designers making their New York Fashion Week debut that you need to get to know now

BY [SUZANNE WEINSTOCK](#) | FEBRUARY 10, 2011

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Joy Cioci has plenty of pedigree (it doesn't get much better than assisting Olivier Theyskens), but this season she's putting her name out there for the first time.

Design DNA: "I come from a background in luxury and contemporary, so I created a collection to offer women fresh, modern apparel with lush detailing. I have a deep appreciation for craftsmanship, and sexy, romantic, and influential personal inspirations play into each of my designs."

Dream models: "Marie Antoinette, Grace Kelly, Jackie O, Cleopatra, Kate Bosworth, Keira Knightley, and Natalie Portman."

Backstory: "I apprenticed at Gucci and Carolina Herrera while I was at FIT. Afterward I joined Nina Ricci to assist Olivier Theyskens for four seasons, where I learned the highest levels of craftsmanship. I left to help launch Chelsea Flower and WINK, respectively, prior to creating my eponymous debut collection."

Photo: courtesy of Joy Cioci





Guatemalan designer **Guillermo Jop** launched GUISTEM in 2009 and it's popped up on celebrities like Kristen Stewart and Kelly Osbourne. He's hoping to break out at NYFW.

Design DNA: "Structure with innovative pattern cuts."

Dream model: "Natalie Portman."

Backstory: "My family is in the textile business, so I grew up surrounded by the fashion industry. I later studied textile and apparel management and got interested in the design part, so I went on to study fashion design in Italy and England. After working in New York for a while, I returned to Guatemala to start my own collection."

Inspiration: "Superheroes."

Photo: courtesy of Guillermo Jop

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Far from a newbie, Son Jung Wan has had a thriving business in South Korea since 1989. This season she's trying to go global.

Design DNA: "Sexy and elegant. I love using fabrics and cuts that show the figure of a woman and but also feel rich and beautiful."

Dream model: "Alexa Chung—she is just so fabulous, fun, and chic!"

Backstory: "I was designing for years and then opened a small store by the Galleria in Seoul. Fabulous women from all across Asia would come and shop in my store, and then the brand really grew to what it is today."

Inspiration: "The explosive art scene in the '70s had an enormous amount of new fashion talent that was brewing around the world."

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Photo: courtesy of Son Jung Wan



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Kira Plastinina made headlines by starting a fashion line at 14 years old. The line went bankrupt in the U.S. a couple years ago. Now she's back. She showed Lublu's debut spring 2011 collection quietly in private appointments but is bringing fall 2011 to a larger arena.

Design DNA: "It evolves from one collection to another, but I would say in general it is edgy and young. The most important part is that I try to make my collections fun and hip. I love looking back into history and getting inspirations from different time periods, icons, and events."

Backstory: "I started working when I was 14 on the Kira Plastinina line. Apart from that, every season I would create a special collection for each Fashion Week. After every fashion show a lot of people wanted to purchase some of the pieces, so at one point we decided to make the fashion show line also available for my customers to buy. That is how the line Lublu Kira Plastinina originated. A little bit about the name: Lublu in Russia means "I love," and I felt like it was very representative of my attitude toward my work, my customers, and life in general."

Inspiration: "The '70s. I am obsessed with everything about that decade: music, celebrities, atmosphere, style."



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Outerwear company Woolrich John Rich & Bros.' image doesn't exactly say luxury. But that's why it's trying to change this season with the new Black Label Collection. The company's tapped Saville Road-trained **Paula Gerbase**, designer of London line 1205, to produce a product fit for Barneys instead of the backcountry.

Design DNA: "I focus on fabric and construction, and I don't like to hide behind embellishment. I enjoy playing with proportion and mixing contrasting fabrics, such as cashmere knitwear with nylons, or diaphanous silks with melton wools."

Dream models: "Any strong woman with a clear view of her own identity, whether she is in the public eye or not. I am always inspired by Ingrid Bergman, Katharine Hepburn, Monica Vitti, Catherine Deneuve, and Lauren Bacall."

Backstory: "Woolrich is a very interesting fit for me as a designer. Being a woolen mill, their archive and focus on textile and weaving techniques is endlessly fascinating to me. My own work has always been very focused on fashion, and I have been able to take it further with this collection by using the fabrics and techniques we have developed."



Inspiration: "I was excited by the heritage of the Woolrich brand, and I knew there was room for a great modern collection of women's clothes that was both traditional and modern at its core. As always, the balance of femininity and masculinity was a starting point, but the collection really began to take shape once I started taking heavyweight men's hunting/fishing garments and subtracting the layers, revealing a purer, lighter, more feminine form."



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Tommy Hilfiger's daughter **Ally** first made her name on bratty MTV reality show **Rich Girls**. **Nary Manivong's** journey from homelessness to the runways just hit New York theaters in **Dressed**. These polar opposites in life have become partners in fashion with their debut collection, **NAHM**, which riffs on the modern shirtdress.

Design DNA: "Clean, modern, sophisticated, and chic."

Dream model: "The woman who wants to feel easy, comfortable, and chic."

Backstory: "We met in 2008 at a dinner party. Nary was introduced to me through a mutual friend of ours, and we instantly connected. Nary then asked me to style his FW10 and SS11 shows. Our friendship continued to grow, and we decided to launch a line together that reflected both of our aesthetics and visions."

Inspiration: "The modern woman and how she wants to feel, move, and live."

Photo: courtesy of NAHM





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Toronto-based line Pink Tartan has had a showroom in NYC since 2004 but has waited until this season to present during New York Fashion Week. If designer **Kimberley Newport-Mimran** on your radar yet, maybe now's the time to get to know it.

Design DNA: "Preppy chic."

Dream models: "Alexa Chung, Gwyneth Paltrow, and Natalie Portman."

Backstory: "I have a menswear background and love beautiful tailoring mixed with feminine styling."

Inspiration: "Vintage couture and haberdashery."

Photo: courtesy of Kimberley Newport-Mimran

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Devi Kroell's exotic handbags were an instant megahit in 2004. Kroell has since parted ways with the line that bears her name, but she's back with Dax Gabler, a new line of shoes, bags, and jackets. Our fingers are crossed that we see some of those metallic lizard skins we can't get enough of.

Design DNA: "Pure, essential, textured. I want it to be a statement: strong and daring."

Dream model: "Anyone rocking and stylish with a brain."

Inspiration: "This time around, it was the New Objectivity art movement. Usually art will inspire me, or architecture."

Photo: courtesy of Devi Kroell

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Jane Ibrahim learned by the sides of some of our favorite New York designers, from the ultracool Yigal Azrouel to the chic Michael Kors, and is now striking out on her own.

Design DNA: "My fashion awakening happened with '90s grunge, so my love of ruggedness is always there but it is now tempered with femininity. It is my goal to find new, fun ways to do things, but ultimately my clothes have to be flattering to the female form."

Dream model:

"Jacquelyn Jablonsky. She embodies the balance of masculinity and femininity this collection encompasses. Also, I would love to dress my friend Will, but he seems a little reluctant to let me do so."

Backstory: "I've worked for over 10 years in New York for some great American brands like Michael Kors, Yigal Azrouel, Theory, and Cythnia Steffe." A little over a year ago, I felt it was the right time to venture out on my own. It was a terrible time economically, but I really felt that difficult times produce unique opportunities. This collection began with the idea of pairing structured jackets with soft draped dresses that juxtapose masculinity and femininity. We named it Maisonette 1977 because we believe in the tradition of a small design house, so maisonette worked perfectly."

Inspiration: "It starts with the fabric. I look at a lot of fabric and start imagining its uses even before developing the concept for the coming season. Eventually, the stimulation in my life began to inform a story concept that becomes married to the fabric story."