



by Jacqueline Valle



Public Library

It's no surprise to us Californians to see a person walking down the street looking like "plain Jane." We are known for our laid-back style, and unique sense of fashion, which often encompasses an array of sensational trends. Public Library is a Los Angeles based design studio, owned by Mighty Fine, that specializes in creating authentic graphic tees. The design aesthetic is devoted to being quirky, unique, feminine and versatile. "Public Library can be worn with a pair of skinny jeans or leggings and Louboutins," says merchandiser Marissa McMillon.

The name of the collection is derived from the inspirational thought of the world captivating us with its infinite amount of resources. Public Library is a

line of apparel that represents an assemblage of sources intertwined with iconic figures like Hello Kitty and Snoopy to give customers a design they can identify with.

The typical Public Library client uses fashion as a means of personal expression without sacrificing comfort. McMillon says, "We would like to be known for our soft, great-fitting silhouettes, original graphics and fun spirit." In the future, the company would like to have their own boutique and begin to branch out into different categories, possibly bags and accessories. There is nothing like the perfect graphic tee to remind you of past memories.

[publiclibraryla.com]



Society for Rational Dress

When you think of Los Angeles style, it's one that can easily go from Malibu princess in the day to rocking socialite at night. Having a simple taste when it comes to fashion is our absolute forte. The city aspires to have accessible clothing with a superior edge. Society for Rational Dress is a collection that is easy to wear, comfortable and for a person who is an enthusiast of expression.

Corinne Grassini, designer of Society for Rational Dress, obtained the name from a society that existed in the late 1800s, consisting of women who wanted to wear whatever they desired and weren't afraid to express themselves. "I like the idea that clothing can express individuality and a sense of

freedom," says Corinne. The collection's inspired by architectural design as well as spirited individuals who are attracted to style. Its signature items are pieces that have metal and leather detail, but also vary from season to season, and buyer to buyer.

What makes this Los Angeles based collection different from others is the designer's desire to break free from the norm. "We aren't a trend based company, so I don't have to worry about competing with others on trends. I think the collection can speak for itself and portrays what my personality is," says Grassini. The label is available at many stores across the country like Barney's, Diavolina, Creatures of Comfort and Madison.

[societyforrationaldress.com]