

# WHAT'S NEW

by Naila Chbib

*The fashion landscape is all about finding new and inventive concepts. From luxurious furs and upscale bosierey to an up-and-coming business in personal styling, here are three noteworthy newbies to update your fashion files.*



## LA PERLA

La Perla, the Italian luxury brand, just opened its first new pop-up shop located in East Hampton. The 900 square foot boutique will primarily showcase the La Perla Mare swimwear collection and house the complete line of lingerie. The assortment selected for the East Hampton shop will include bathing suits, pareos, and tunics. Lingerie includes silk robes, chemises, nightgowns and the quintessential La Perla lace intimates and corsets. The store is bright and spacious, reflecting both the principal elements of La Perla Boutiques globally, and the beach atmosphere of East Hampton.

*66 Newtown Lane,  
East Hampton, New York  
[www.laperlansa.com](http://www.laperlansa.com)*

## ADRIENNE LANDAU

After more than three decades in business, currently being the nation's leading fur throw designer and having one of the most important fur and evening lines in fashion, Adrienne Landau is ready for innovation as opposed to reinvention. After a successful first-time fashion week presentation back in February, Landau has announced that she and Saulo Villela, the head of public relations of her company, are working on two new projects: designing an avant-garde, contemporary line of fur vests and jackets along with a men's winter accessories collection, due out early next year. A jewelry line is also in the works, having been inspired by a beautiful crystal cuff she made herself. Stay Tuned!

[www.adriennelandau.com](http://www.adriennelandau.com)



Photo by ALEXANDRE VALERIO

## STYLE EXPERTS

Wouldn't it be nice if a daily dose of fashion were brought to your doorstep? Style Experts do just that. Dedicated to giving first class service to their clients, Style Experts is a full-service fashion consultation company that caters to those who live and breathe fashion. Style Experts is there for your every fashion-related need, whether it's getting ready for a gala event or party to simply organizing your closet. They instill in their clients the notion that style should always be a part of their daily routine, because looking and feeling your best go hand-in-hand. With the belief that simplicity is the essence of sophistication, you are guaranteed to be in good hands (and probably a pair of sky-high Louboutin's).

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