

SRQ

EDITORS' **HOT LIST** 2008



HOT LIST WINNER

Kelietza

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AS SEEN IN SRQ: SARASOTA'S PREMIER MAGAZINE

HOT FROCK TAILORED DRESS

As a backlash to the flirty peasant tops and hippy-inspired skirts of seasons past, the crisp, clean lines of tailored dresses are making powerful statements in boutiques across town. Think the sheath dresses worn by Jackie and Audrey for images of this feminine dress with tailored lines, a figure-hugging silhouette and defined waist. It's a clean look that's following in the footsteps of women's strides to take on ever more dominant roles in society. "[Tailored dresses] are the assertion of power in a feminine way," says Olivia Bono, owner of Juno & Jove. "The tailored lines define a woman's space and her place in society. Even ruffles nowadays are sharp."

Gathering tightly along hard, straight lines—like in Fendi's fall collection—ruffles certainly are playing their part to give dresses feminine-yet-strong tailoring. Michael Kors and Oscar de la Renta touted the tailored look this fall with defined seams and sharp edges among their dresses' silhouettes. Kelly Augustyniak, owner of Kelietza, also has the look on her racks. "Women are going back to appreciating femininity," she says, "relishing in the fact that it's fun to be a woman." —SW