



Dior Galore

Last summer Federico Marchetti, founder and CEO of Italian e-commerce site yoox.com, came across a sale of Forties screen idol María Félix's personal memorabilia at Christie's in New York. He was so intrigued by the actress that he snapped up her black and white 1967 Christian Dior haute couture cocktail dress. The purchase inspired him to revisit the designer's work and, before long, he was planning an online sale of vintage Dior for yoox.com. "I came back to Italy and said, 'Let's do Dior now,'" Marchetti said.

Since then yoox.com's team of fashion experts have combed the globe for special designs. The approximately 100 items they've assembled, which the site will put on sale in June, span the history of the house, from Monsieur Dior through the reigns of Yves Saint Laurent, Marc Bohan, Gianfranco Ferré and John Galliano. "Though each designer put his own stamp on the brand, you can trace an attitude about elegance, a modern romanticism that runs through all the eras," said yoox.com creative consultant Holly Brubach.

The pieces include the Félix dress, priced at \$1,630; an organza haute couture Forties evening dress, for \$9,900; and a 1964 crystal, pearl, cabochon and gold-tone necklace, for \$1,125. "When you buy a piece of vintage, you buy a story," Marchetti said. "You buy a bit of poetry."

Clockwise from top left: The Christian Dior 1967 haute couture cocktail dress once owned by María Félix; a Forties organza dress; a 1952 silk evening dress; and a Seventies clutch, all to be sold on yoox.com.



the Month in Fashion



They look like a couple.

SHINY WISE *Revery* JC'sense launched an American Living label with 30 outfits, ranging from classic to edgy. The collection was made by Lauren and his Club of Concepts, which was launched last year to develop new fashion lines. "Revery is the first step, and in the future, she can have any kind of fashion collection," Lauren said. "Our goal was to develop a line that would bring timeless style to customers." Lauren said, "It's a pretty emergence on your part this spring."

SIAM REVOLUTION The new season's most unexpected look has become major conversation. It's highly edgy, over-the-top, and a mix of styles. The look is a mix of styles and American designers. But in terms of inspiration...



It's a classic look for the season.

when the country has yet to produce an international star. Rita Pavese, a Mancote fashion designer, is hoping to change that. At just 17 years old, Pavese, a daughter of wealthy entrepreneur Sergio Pavese, has 40 pieces in Paris and two in Chicago. In February she'll be attending a fashion show for her brand in New York City. She's also in New York City in May. The fashion was appropriately addressed, with a mix of glam and modern and a touch of girl. Pavese told *W* that her customers are "pretty much girls like me. They're 16 to 23 years old. They're active; they're 'I don't know, cool. Like normal teenage girls,' I guess."

ICHANAL SHOPPING Historically, European brands haven't responded here. Los Angeles doesn't seem too far from my home. Diane, her 16th May, Chana's brand is going to be a destination for young adults like London. History and tradition—of a kind of fashion for the person who walks them. "We're calling this concept Chana gallery, as the merchandise will not all be presented like the other stores," said Diane. "We designed the interior. An airy white color palette with black ceiling and a 25-foot-wide retractable glass door, the 3,500-square-foot shop will offer a highly edited and frequently changing selection of Chana pieces rather than



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