

**Contact:**

Allison Braley

(212) 790-4487

[Allison\\_braley@condenast.com](mailto:Allison_braley@condenast.com)

**STYLE.COM FALL 2009 SHOPPING GUIDE**

A guide to Fall fashion by trend, featuring special splurges and key looks for less

NEW YORK, August 3, 2009 – Style.com, the online home of Vogue magazine, has compiled the ultimate shopping guide for Fall 2009. The season's top trends are represented, from eighties club-kid looks to forties glamour girl styles to utterly of-the-moment lingerie detailing and draping.

"This is the first collection that was timed for designers to take the recession into account," says Nicole Phelps, executive editor of Style.com. "Some approached it from a rebellious perspective, adding biker accents, and others channeled the very source of the downturn, the investment bankers themselves."

**BIKER BRIGADE**

Look like you're born to ride, but avoid head-to-toe leather. Instead, toughen up with strong accent pieces like a motorcycle jacket or fringed bag.

- William Rast, Denim vest -- \$420
- Mango, Grease pants -- \$49.90
- Botkier, Angie fringe hobo -- \$695

**BOUDOIR CROSSING**

Pull off Fall's innerwear-as-outerwear trend without making people think you forgot to put on a top by alluding to the boudoir in all the right ways.

- Cynthia Steffe, Gold paillette Shyla dress -- \$375
- ADAM, Sand-washed charmeuse tapered menswear pant -- \$295
- Miu Miu, Nude leather platform heel with ruched detail -- \$525

**FORTIES AND FABULOUS**

Channel Rita Hayworth-style glamour in curve-skimming dresses, or languorous gowns, and tie it all together with a crocodile clutch.

- Vivienne Westwood Red Label, Fluid sable jersey dress with rounded shoulders -- \$554
- H&M, leggings, dress, and belt -- \$19.99, \$59.95, \$49.95
- Furla, Croc-embossed clutch -- \$365

**PARTY LIKE IT'S 1983**

Fall's full-on embrace of club-kid style put the eighties back in the limelight (pun fully intended). Dress the part in a poufy party dress, wild prints, and a campy clutch.

- Miss Sixty, Magazine-print minidress -- \$549
- Twenty8Twelve by S. Miller, Viviane dress -- \$245
- Patricia Field, Fuchsia House of Field clutch -- \$80

**RUCHE HOUR**

Recession notwithstanding, there was no cutting back on fabric this season, as designers draped, tucked and folded to their hearts' content.

- BCBG Max Azria, Draped poly dress -- \$318

- Tibi, Ruffle neck coat -- \$625
- Jerome C. Rousseau, Ruched leather peep-toe bootie -- \$695

#### SMART INVESTMENTS

Proof that the fashion world has a sense of humor: Dressing like an investment banker is big for Fall.

- Tory Burch, Port dress -- \$425
- Liz Claiborne, Camel double-breasted coat with cheetah-print lining -- \$199
- Banana Republic, Monogram tote -- \$400

The full shopping guide can be viewed here:

[http://www.style.com/trendsshopping/shoppingguide/080309\\_Fall\\_Shopping\\_Guide/](http://www.style.com/trendsshopping/shoppingguide/080309_Fall_Shopping_Guide/).

#### **About Style.com**

Style.com is the definitive fashion Web site, extending the editorial authority of Vogue to the Internet. Offering comprehensive runway coverage with more than 125,000 photos; authoritative trend reporting; the latest in social, celebrity, and fashion news; and interactive forums on every aspect of the fashion industry, Style.com provides visitors a total fashion experience.

###