

# Style

EDITED BY SARA BUYS

*People, news, trends and inspiration*

*This month: JUSTINE PICARDIE discovers there's more to summer-holiday packing than meets the eye; and swimwear designer LIZA BRUCE reveals how to find the perfect bikini*

KATE MOSS IN  
J BRAND JEANS

## The buzz

*Everyone's talking about... J BRAND. Turn to page 44 to get the low-down on the hottest new denim label from LA*



**BRIEF HISTORY**  
*J Brand*

When denim aficionado Jeff Rudes and celebrity stylist Susie Crippen teamed up to produce a new jeans label, they shared a common vision: to produce a classic, sophisticated brand that Crippen says was about 'a woman looking beautiful in her jeans, not the jeans drawing attention to her.' 'We wanted to create something clean and simple that was timeless,' says Rudes. 'Something similar to the classic Levi's 501, but for the premier market.' The result was J Brand. The LA-based denim label is refreshingly fuss-free, with no gimmicks, embellishments or fancy pockets.

Although J Brand is not even two years old, it has already made its mark. Last year, the team produced the 'Straight Leg'; then came the 'Cigarette Pant' with a 14-inch ankle, and the 12-inch 'Pencil Leg'; then finally, in spring this year, then 10-inch 'Super Skinny'. Their quest for the skinniest leg ever even made front-page news in the *Los Angeles Times*, which reported a conversation between Rudes and the manager of Ron Herman, who, on hearing that the fit at the knee was 'really tight', pleaded with Rudes to 'make it hurt'.

Lindsay Lohan (left) and Kate Moss are members of its impressive celebrity fanbase and, for now, J Brand is ruling the roost. *J Brand, available at Harvey Nichols (020 7235 5000).*



**CHEMICAL REACTION**

**MOLECULE 01** £59. AVAILABLE AT HARVEY NICHOLS (020 7584 0011), IS A SEXY NEW SCENT FROM GEZA SCHOEN THAT CONTAINS A SINGLE, POTENT CHEMICAL CALLED ISO E SUPER, SAID TO MAKE YOU IMPOSSIBLE TO RESIST.



*Pretty in print*

DESIGNERS ALLEGRA HICKS AND MELISSA DEL BONO have collaborated on beautiful limited-edition versions of Meli Meló's cult BB bags. Get one while they're hot. *Small bag, £220; large bag, £430 (shown), Allegra Hicks by Meli Meló (020 7235 3322).*



**DEADLY ATTRACTION**

If you haven't already checked out Belmacz, put it on your to-do list. Julia Muggenburg is the charismatic designer behind the label's beautiful jewellery, and some of her pieces for this season are exquisite. We particularly love her wooden bangles, with their subtle smattering of gold studs; and the skull pendants, both from a selection. *Belmacz, 52 Mount Street, London W1 (020 7629 5550).*



LEFT: MARC BOLAN. RIGHT: SIENNA MILLER



**UNLIKELY STYLE ICON #41**  
**GLAM ROCKERS COME AGAIN?**  
*You know: DIY outfits, big hair and shoes that give you vertigo. REALLY? No; but platforms are back – see Terry de Havilland's rock 'n' roll six-inchers, worn by Sienna Miller. WEARABILITY? 6/10. Not a massive hit with the opposite sex but who would say no to height without pain?*