

Fabulous Fashion for the Forty-Something Crowd

On Saturday, November 7th, Yvonne Hogenes hosted a fashion gala evening at *Malory's* located at 5755 176th Street in Cloverdale. Hogenes, a 12 year veteran of the Cloverdale retail scene and founder of *Malory's Fashion Network* has succeeded in transforming her upscale Cloverdale boutique into a well known fashion destination that rivals exclusive Vancouver shops. The event showcased 5 local designers and an inspired combination of models including real world beauties, professional models, and Surrey Councilor Mary Martin stepping out as the evening's designated "celebrity" model. Guests were invited to mingle, sip local wines and indulge in nibbles ranging from healthy to decadent while they viewed the fall collections prior to the evening's fashion show. Designers showcased during the evening included: the eco line *Lav and Kush*, wardrobe staples from *Perryl Style*, and Danish born high fashion designer *Malene Grotrain's* fall collection. Outfits were accessorized with jewelry from the *Sweetpiece* label and knit wear accessories by *Danae*.



Malene Grotrain, Fall 2009, High Waist Skirt and Bustier

The fall fashion show included versatile basics, casual, business and evening wear but two themes served to unite the diverse collections. The first theme was an understanding of real women's lives and bodies. As a result, the designs shown were accessible and flattering to a wide range of body shapes. Several

designers mentioned that they were ever mindful of their customers' and spoke of a desire to design clothing that brings out the beauty of a real world woman. *Malene Grotrain* stated that "every woman has a beautiful part of the body and a unique beauty that can be emphasized and enhanced." *Perryl Style's* wardrobe staple and bestselling "Perfect Pant," was rigorously tested at the pattern development stage and flatters a wide range of body types. The classic black pant is travel friendly and offered in sizes XXS-XXL with leg lengths of 28", 30" and 32". *Lav and Kush* label eco separates are softly fitted, versatile and life friendly. *Lav and Kush* designer Angela Saxena, noted that she adds strategic ruffling to her designs in order "to emphasize a woman's curves while minimizing any problem areas."



Lav and Kush, Fall 2009, Eco Separates

Another strong design theme for the evening was versatility. Many of the fashion, accessory and jewelry pieces could be worn in several ways as well as be combined with existing wardrobe pieces. *Malene Grotrain's* halter style bustiers can be worn with shoulder and neckline style variations. Her black lace textured kimono jacket was transformed into an overdress with a few folds and a belt. *Lav and Kush* tunics work equally well with pants or as a dress when paired with tights or leggings. *Perryl Style's* Tracy Dedrick, designed separates such as her "Casino Wrap" that can be worn in many ways for an individual

look. Softly sparkling *Sweetpiece* jewelry will work for day or evening as the pieces made from designer Marjolein's Dutch sourced beads, enhance rather than overwhelm a look. Syvia Poon's *Danae* knit wear designs are renowned for their versatility and multiple looks for each piece. Many of her hand knit accessories such as shrugs and scarves include directions for multiple styling options.

Taking in the varied examples of female beauty showcased during the evening I was left with many women to look to for inspiration. Last night, beauty was not an age or a size and I left feeling that I have not had such an empowering dose of beauty, style and originality in a long time.

Designer Links:

Malary's Fashion Network – <http://malarys.com>

Lav and Kush, Angela Saxena – www.lavandkush.com

Perryl Style – Tracy Dedrick – <http://wperryfashion.com/>

Malene Grotrain – www.malenegrotrain.com

Danae – Syvia Poon – danaedesigned@shaw.ca

Sweetpiece Jewelry by Marjolein – marjolein@sweetpiece.com