

DAVI **DL** ERNER

2012 Press Kit

DAVID LERNER

David Lerner launched his signature collection of updated basics in August of 2008. A strong passion for design and an appreciation for fashion brought Lerner to his newest venture, an inspiring collection of luxe wardrobe staples. David Lerner prides itself as being completely produced in the United States with highest quality materials and the utmost care. The core of the David Lerner brand consists of contemporary fashion-forward basics that incorporate a sleek and modern aesthetic.

DAVID LERNER

The screenshot shows the WWD website interface. At the top, there are navigation links for 'BUSINESS TOOLS' (WWDIRECTORY, EVENTS CALENDAR, CAREERS, PHOTO SEARCH, ARTICLE FINDER) and 'FASHION' (RUNWAY, ACCESSORIES, THE MARKETS, BUSINESS, RETAIL, BEAUTY, MEN'S, MEDIA, EYE). A search bar and social media icons are also present. The main content area features a 'LATEST ARTICLES FROM FASHION' section with three featured articles: 'Costello Tagliapietra RTW Fall 2012', 'Nicholas K Men's RTW Fall 2012', and 'Houghton RTW Fall 2012'. Below this is the main article titled 'Quick Lerner: Andrew Rosen Takes Stake in DL Collection' by Rosemary Fettelberg, dated January 13, 2012. The article text states that Andrew Rosen has taken a stake in the DL Collection, which was founded by David Lerner in 2008. The article also mentions that the company will relocate to a new 2,200-square-foot space at 413 West 14th Street. A 'COMMENTS' section is visible below the article, with a 'DISQUS' comment system. On the right side, there is an 'ARTICLEFINDER' section with a search bar and filters for 'Fashion Scoops', 'Fashion Features', and 'Fashion S Review'. A 'Subscribe to WWD' banner is also visible at the top right of the page.

Fashion INDIE

David Lerner is made in New York City, everything from the man to the clothing. And the designer is as stunning as the clothing itself. His philosophy is to make women feel confident and sexy whether she's at work or working out, pregnant or on the prowl. He's got the New York color palette and boho vibes, and fuses a 1920s inspiration to his work, as that is the time when women became so empowered in the modern world. We picked his brain about design and his company.

Who is the David Lerner woman? Is she real or theoretical?

She's a woman who is confident and therefore sexy. She's a woman who is well traveled, smart and caring. A woman who likes to have fun, who is serious but not too serious. The **David Lerner** woman is someone who has her own style, she's a woman who sets trends and has an appreciation for the highest quality fabrics that we use.

Your basics are also super fashion forward. Where do you get your inspiration & design details? Do you pay attention to trends?

I get inspiration everywhere, it can come from music, art, cities, people and even television shows. My Fall 2011 collection was inspired by **Boardwalk Empire**, and the 1920's prohibition era. At David Lerner we strive set trends, not adhere to any existing ones.

What's the first thing you think about when designing a new piece?

I think of the David Lerner woman, and if that piece will instill more confidence in her.

What's your personal style like? Favorite brands? Go-to outfit?

My personal style is business, but casual. I always wear brands that recognize that less is more when it comes to fashion. My go-to brand is **Rag and Bone**, and in terms of outfit, a pair of jeans and a button-down.

What do you do in your spare time (hobbies, passions, down time)?

In my spare time, I play with my 10 month bulldog Mashuganna. I watch **Homeland** on Showtime, but my favorite thing to do is spend time with my family.

Do you have any New Years resolutions?

Go to the gym.

What are we going to see from David Lerner in the near future?

We are going through a huge expansion as we prepare to show Fall 2012. The line will become a full collection finally. We have introduced new fabrics and moved into new categories of clothing. We just took new offices and showroom in the Meatpacking District and brought our sales in-house. In the near future, I hope there will be David Lerner retail stores in both New York City and Los Angeles.

You've had a lot of success in a short amount of time — 2008 is really not that long ago!

What's the best business advice you've gotten along the way?

The best business advice I have gotten is to never take the last dollar off the table. The relationship is always more important than a little bit of extra money.

FINANCIAL TIMES



January 13 2012: Spotted in Chelsea. David Lerner, President and Designer at David Lerner. David is wearing a Zegna suit and Rag & Bone button down and shoes. David says he bases his style around comfort and what he feels confident in. The best clothing advice he's ever gotten is to wear something that you're confident and comfortable in, otherwise you won't look good and people will notice. His line of clothing follows the same advice - he tells me they use the best fabrics in the world, which lead to the best fits, his line of updated basics giving the women who wear it both confidence and comfort, much like the outfit that he's wearing today gives him

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TREND REPORTS
Punk'd: Rock'n'Roll
 Pieces for Pre-Fall



Photo By: Robert Mitra
David Lerner



WWD WEDNESDAY



Tough Rider

Leather, starchy hardware and edgy legwear make for biker-girl looks that don't require a Harley.

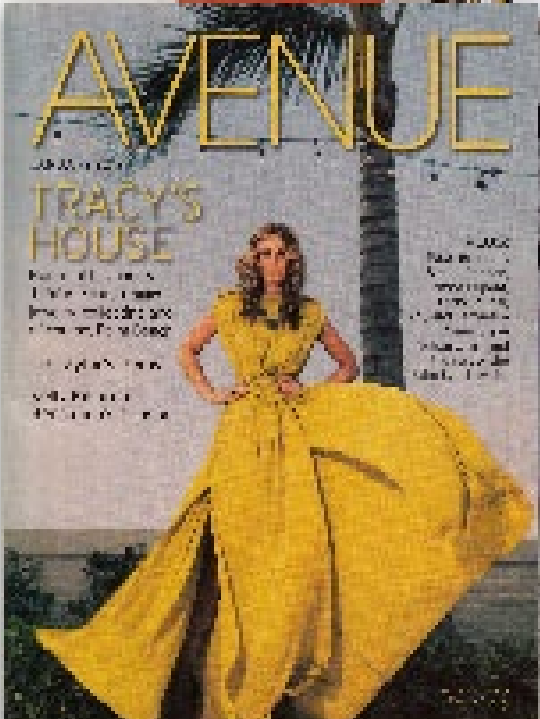


Imitation of Christ's rayon, cotton and spandex vest worn with David Lerner's nylon and spandex leggings. Sandra Müller necklaces.

STYLED AND PHOTOGRAPHED BY HELLIN KAI

#kkbstyle by KELLY KILLDREN BENSIMON

Pinspiration



Sexy LOOK

Stars prove there's more than one way to dress hot! Try these



Charlize Theron in a top and skirt by The Row and Christian Louboutin heels with a Bottega Veneta clutch.

CHARLIZE'S Sleek Simplicity

Glam

Curve-hugging clothes, plunging necklines, major heels and bold jewelry are sure to get you noticed



Skinny by Jessica Metal, and Swarovski crystals \$45; skinny.com

David Lerner Nylon-spandex top, \$135; dcollection.com

David Lerner Nylon-spandex top, \$135; dcollection.com



NOVEMBER 2010

STYLE WATCH

Hot TRENDS For Less!

BARGAIN BEAUTY Blowout!

GET CURP! FURTY STYLE SECRETS!

Your Ultimate HAIR GUIDE! Expert Tips, Tricks & More!

257 GREAT BUYS UNDER \$100! \$50! \$25!

Cute, Affordable Outfits That Look Good on Everyone!

Expressions NYC Satin woven clutch, 3"H x 7"W x 2.25"D, \$50; expressionsnyc.com

20% off!

JUST THE CLUTCH \$1,400

TOTAL OUTFIT \$378.95

* Expressions NYC From Oct. 22 to Nov. 22, enter "PS"



WHERE TO SHOP
 Barneys Co-op Brooklyn
 Creatures of Comfort
 Topshop
 Opening Ceremony
 Bookmarc
 Racked's 36 Essential Stores



#davidlerner

RACKEDWIRE

Leggings Pop Up on the Upper East Side; Zara Plays Barista

We're heading out a little early for the long weekend. Look for a giant Black Friday sales map tomorrow and a full Woodbury Commons post-mortem on Friday; our regular schedule resumes Monday morning.

UPPER EAST SIDE—Good news for anyone who hates pants: Leggings designer **David Lerner** just opened a **pop-up shop** on the Upper East Side. The store, at Lexington Avenue and 94th Street, will carry Lerner's new Sports line (priced from \$89 to \$199) and Maternity line (\$89 to \$179) for the next six months. Are you a GiltCity member? Then you'll get \$100 worth of merchandise for only \$65 all day Friday. [Racked Inbox]



DAVID LERNER POP-UP SHOP
 1435 Lexington Avenue,
 New York NU

→ Midtown West/Hell's Kitchen

Kitchen

→ Upper East Side

Comment now

About 5 days ago

Tweet Like

HERALD SQUARE—Zaras across the city will offer extended hours and discounts all weekend. Friday and Saturday, shop from 8am to 10pm, Sunday shop from 9am to 9pm. And in a thoughtful extra perk, the **Zara on 34th Street** will serve **free coffee** for early visitors from 6am to 8am on Black Friday. [RackedWire]

SAT, 29 NOVEMBER 2008 AT 2:29 PM

Jason Priestley & Shenea Grimes Meet Up



Two generations of 90210 converged at the 2008 Gemini Awards at Intercontinental Hotel's Metro Toronto Convention Centre on Friday, November 28 in Toronto, Canada.

Former *Beverly Hills 90210* actor **Jason Priestley**, 39, and 90210 starlet **Shenea Grimes**, 19, met up on the red carpet at the event. *Shenea* donned Yoana Baraschi's 70's rose art kimono dress over **David Lerner Collection's full-footed leggings**. She stacked her wrist with Orka Messica's friendship bracelets and macrame bracelets.

Jason will direct an episode for the new 90210 series, which will air this spring. His former on-screen sister, **Shannen Doherty**, is expected to return for two more episodes later this season.

15+ pictures inside of **Shenea Grimes** meeting up with **Jason Priestley**...



JAN 9, 2009

Shenea Grimes's Dress

SHENAE GRIMES rocked over-the-knee boots with **David Lerner**

leggings and a Yoana Baraschi kimono dress.

WED, 18 MARCH 2009

Megan Fox: Little Dom's, Big Flavor



A solo **Megan Fox** carries around a pink water bottle from Coffee Bean & Tea Leaf after lunching at Italian eatery Little Dom's on Wednesday (March 18) in Griffith Park, Los Feliz, Calif.

Yesterday, director **Michael Bay** took to his blog to talk about the release date of *Transformers 3*. "Paramount made a mistake," **Bay** wrote. "They asked me on the phone, (and) I said yes to July 4 (weekend) — but for 2012. Whoops, not 2011! That would mean I would have to start prep in September. No way. My brain needs a break from fighting robots."

The first sequel — *Transformers: Revenge of the Fallen* — opens everywhere this June 24 with **Megan** and **Shia LaBeouf**.

UPDATE: Megan is wearing the **LNA** basic legging in flat black and the **Organic Pocket Tee** by the **David Lerner Collection**.

10+ pictures inside of Little Dom diner **Megan Fox**. **MORE HERE!** >>

Posted to Megan Fox

David Lerner Half Ripped Leggings: Love It or Hate It?

Thu, 05/21/2009 - 4:50am by **FabSugar**



Why risk it by ripping your own leggings when you can just buy a pair? These **David Lerner Half Ripped Leggings** (\$99) come sliced, diced, and ready to wear. The precision cut slits are futuristic but I'm not a fan of the thigh rippage — too close for comfort. What's your take?

Take all of my **Love It or Hate It Polls** here!

David Lerner Half Ripped Leggings: Love It or Hate It?

Love it

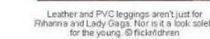
Hate it



The most wearable leggings

By **Kathy A. McDonald**
The Style Glossy

Leggings. The word sends shivers up the spines of women packing even an ounce of extra padding below the waist. But the clingy bottoms — which tripped back into style a few seasons back — aren't going anywhere. In fact, some of the edgiest names in fashion recently unveiled amped-up new versions of the body-hugging staple for spring 2010.



Leather and PVC leggings aren't just for Rihanna and Lady Gaga. Nor is a look solely for the young. **St. Michael's**

Never fear. You don't have to be a size 2 to rock the hosiery-inspired pants. With everyone from Marc Jacobs to Lindsay Lohan creating leggings collections, there's an avalanche of fabrics, patterns and fits to choose from. And the best news is, leggings — when they fit properly — can feel as comfortable as a pair of flannel pajamas.

Leila Baboi, the West Coast staff stylist for *Women's Wear Daily*, contends that there's a pair of stretchy, skintight leggings for every woman — regardless of age or body shape. What's the key to pulling off the look? "Pair them with a long and slouchy top," says Baboi, who has dressed Scarlett Johansson and Ashlee Simpson. "A cropped top or a too-tight tank will throw the balance off."

Here are some of the stylist's savvy tips on how to work the lean-and-mean look — without adding extra pounds or delving into overly trendy territory:

Choose Long Over Cropped

Capri leggings are for spinning class — not the office. They cut up the line of the body and can make your bottom half look shorter and chunkier. (We've yet to meet a woman who wants that!) Instead, get a long-and-lean look by choosing leggings that hit at, or even slightly below, the ankle. Skip the gimmicky strap leggings: It's an overly complicated style that's likely to peter out soon.

Skip Prints

If you wouldn't have stripes or polka dots on your regular pants, don't try to pull them off in a legging. Cheetah-print or metallic leggings are strictly for fashion-forward 20-somethings — and if worn with something simple and oversized on top, can be adorable. Over 35? Stick to solid black leggings or subdued prints, such as a gentle acid-wash or tone-on-tone all-over paisley. Designer David Lerner's weighty, well-made versions have a marked slimming effect.

Opt for Big Tops

Avoid looking like you're wearing a unitard, which means you'll want to balance the tightness of a legging with a roomier style up top. That's a cinch these days, since big is definitely huge in fashion right now. Boyfriend blazers, oversized tunics, slouchy button-down shirts and baggy sweaters are all perfect companions for leggings.

Look for Length

Pear-shaped figures aren't exempt from wearing the look but look best with an even longer top. A fetching outfit: Leggings paired with a roomy tank or tunic underneath a knee-sweeping cashmere cardigan.

Legging Jeans

Denim leggings, coined the "legging jean," are a sexy alternative to all-jersey leggings and offer a bit more thickness of fabric than all-knit varieties. Citizens of Humanity, J Brand and Goldsign all make chic legging jeans. Choose ones that have five-pocket styling on top to avoid the maternity-ish elastic waist.

Leather Legs

Leather and PVC leggings aren't just for Rihanna and Lady Gaga. The decadent-looking drawers are a chic nighttime option when paired with towering stilettos and jackets and tops that are cut on the longer side. Nor is it a look solely for the young. Worn with a crisp white button-down shirt and statement earrings, leather leggings are uber-sophisticated. But be prepared to sweat — your legs won't be catching even the suggestion of a breeze all night.

Shoe-pairing Options

Leggings work with a bevy of different shoe styles. Ankle boots — heeled or flat — strappy sandals (again, high or low) and classic flats are all cute options. Just steer clear of '80s-esque pumps that don't have a covered vamp (the part of the shoe that covers the smooth, top side of your foot), which can turn a leggings ensemble from sassy to sour in seconds.

Erin Vestling is a Los Angeles-based fashion writer who regularly contributes to the Los Angeles Times. She is also the co-founder of Style Section L.A., a Web site covering L.A. fashion, nightlife and culture.

People.com navigation bar with links for Home, News, Photos, Style, Games, Celebs, Video, Archive, Search, and a search box.

StyleWatch Shopping section featuring 'Tuxedo-Inspired' clothing items like jackets, blouses, and pants, with prices and brand information.

SEE FASHION FIRST banner for Style.com with a download button for the free app.

teenVOGUE Twilight feature with photos of Taylor Lautner and Taylor Swift, and a 'Hoop Dreams' article by Alexander Wang.

StyleCaster 2.0 navigation bar with links for Home, Daily Looks, Newsroom, Shop, Community, Forecast, Video, My StyleCaster.

StyleCaster Short Film: Bonnie + Bonnie feature with photos of the film cast and crew, and a 'Glamorous life of crime' article.

StyleCaster Short Film: Bonnie + Bonnie feature with photos of the film cast and crew, and a 'Glamorous life of crime' article.



12 venicemag.com October 2009 BOOK AND ICE LEGIONS BY DAVID LERNER AT BRITCH BOUTIQUE, BEVERLY HILLS
14 venicemag.com October 2009 BURNOUT POCKET TEE BY DAVID LERNER AT SWITCH BOUTIQUE, BEVERLY HILLS

US style

DRESS UP A WHITE TEE

Try Lux Accessories' acrylic necklace. (\$48, 866-589-5395)

For easy elegance, wear two or three necklaces of varying lengths (and materials)," advises Leona Lewis' stylist Alison Edmond.

Hollywood's T-shirt Trend
Top off your street style with these A-list picks

Shania's Revenge: Finds love with her best friend's ex.

HEARTBREAK & LIES
THEIR EXES SPEAK OUT
As Eddie and LeAnn party in Mexico, their humiliated spouses piece together months of betrayal and deception. Fighting back tears, Dean tells us, "I'm doing OK!"

Dean doesn't deserve this," says a pal.

DJ A.M. His Secret Demons

MELISSA RYCROFT WEDDING DETAILS!

Hayden Panettiere rocks Public Library's Desert Feathers tee. (\$48, public library brand.com)

Halle Berry is wild about Trash & Luxury's Juniper Cluttered tee. (\$55, halleberry.com)

Kim Kardashian's picks: Jennifer of Jennifer's cutout tee. (\$55, 310-310-0404)

Lauren Conrad paired two chains with her \$70 David Lerner tee in L.A.

Three Dots' sheer jersey tee has built-in shoulder pads. (\$88, shopthree-dots.com)

Rihanna rose to cool new heights in a \$148 Torn tee in NYC. (Fred Segal Fur, 310-394-9814)

Beyoncé Knowles sticks to basics in Blue Note's ony pocket tee. (\$45, 544-756-6347)

Katy Perry's star in stripes: wearing Mike Pink's All Aboard tee. (\$42, myloveclothing.com)

Rachel Bilson cools up to Rilee & Point's George boyfriend tee. (\$92, rachelbilson.com)

Get your daily dose of star style on Usmagazine.com

BY HANNAH DEEB; SUZANNE MARCHESE & MONIQUE MENDES



Leggings David Lerner



Leggings David Lerner

InStyle CLOSE

LOOK of the DAY All Looks

BACK 317 of 2500 NEXT

January 11, 2010

Lea Michele

WHAT SHE WORE
Michele selected a sexy David Lerner bandage dress with a sheer bodice and Jen Cohen jewelry

WHERE
The InStyle and 20th Century Fox Glee celebration at the Sunset Tower Hotel in L.A.

Michael Buckner/Getty

THE HAIR ISSUE! Tons Of Pretty Styles Inside

seventeen

253
New Tips & Tricks

Best Hair Ever!

Make It Shiny, Soft And Mega-Long

THE VAMPIRE DIARIES' Nina Dobrev
Why She Won't Date Her Hot Costars

FREE Lip Gloss For You! See P. 10

Get Flat Abs—Fast!

Sneaky Ways To Tell He's CHEATING

Is Your Period Normal?
Turn To Page 110

APRIL 2010 \$2.99
0 4 >
74820 08176 1



Tee by David Lerner.

Dress by McQ by Alexander McQueen.
Tee by David Lerner. Earrings by Marc by Marc Jacobs. Necklace, bracelet, and ring by Betsey Johnson. Fashion Stylist: Beau Quillian. Hair: Erin Anderson. Makeup: Charlotte Willer. Manicure: Elle. Photographs: Kenneth Willardt.

My Mom Hooks Up

Shopping & Style

Trend watch Bloggers' choice

FAST FASHION
Visit timeoutnewyork.com/shopping to see more than 100 pieces, hand-selected by these stylin' bloggers.

Five of our favorite NYC fashion bloggers reveal their top trends for spring. By Amy Plitt



Carol Han of Milk & Mode
(milkandmode.com)

Her story: This StyleCaster fashion director and former Elle fashion editor shares style inspirations on her blog. Her favorite trends of the season include clogs, innerwear as outerwear, tribal prints, and military-inspired garments and accessories.



Gotham Hipster
(gothamhipster.blogspot.com)

Her story: This 14-year-old writer, who won't reveal her real name, aspires to be a fashion journalist. Whether she's posting a V-Day gift guide or pics of Lady Gaga, her posts are always on-trend. Her top picks of the season include polka dots and jungle-themed pieces.



Michael Williams of A Continuous Lean
(acontinuouslean.com)

His story: Williams's men's fashion blog is devoted to "classic, American-made products." It takes readers inside showrooms, and reports on new lines and upcoming trends—like outdoor gear and the return of preppy.



Caroline Rogers of Looks Good to Me
(itlooksgoodtome.com)

Her story: This print and pattern designer posts about crushworthy products and collections, and also uses her site to display her fashion drawings, which she's been making since childhood. One of her favorite trends is light-colored oxford shoes.



Kristin Prim of Prim
(kristinprim.typepad.com, primmagazine.com)

Her story: At just 16 years old, Prim edits a fashion magazine, maintains a personal-style photo blog, and has the sort of understated New York cool that appears absolutely effortless. Just check out her top trend: high-tech futurism.



"I would throw this reinvented blazer over a little black dress—the arched sleeves, brass buttons and bold..."



David Lerner Shredded Latex leggings, \$135, at Bergdorf Goodman, 754 Fifth Ave at 58th St (212-753-7300)

"These leggings are perfect for spring. The slits only reveal themselves when your legs move."



Time Out New York SHOP FOR SPRING

March 18-24, 2010
\$100.00 (incl. tax)
timeoutnewyork.com

Paracuta for J.Crew G4 slim-fit jacket, \$325, at J.Crew Liquor Store, 235 West Broadway at White St (212-226-5476, jcrew.com)

I've been buying intage Gant for years. I'm pretty sure I'll be living in this shirt all summer.

Gant Ruggor for ACL & Co. The Hugger 73 Heirloom madras shirt, \$125, at acontinuouslean.com

Belle by Sigerson Morrison leather oxford flats, \$220, at Belle by Sigerson Morrison, 242 Mott St between E Houston and Prince Sts (212-941-5404)

Funktional Cage dress, \$98, at needsupply.com

ONE NAKED READER
The shoot that shocked tourists

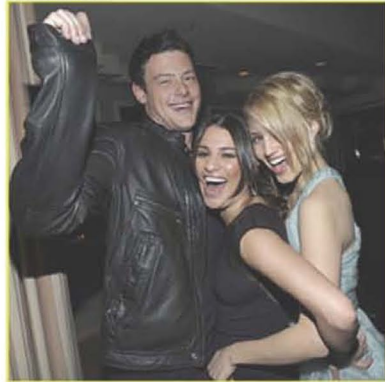
AMAZING FOOD DELIVERED
Fresh veggies, ice cream and bottled milk

THE BIG CONCERTS THIS WEEK
Plus movies, comedy, art and more

PHOTOGRAPHS: BETH LEVINE

JUST JARED™

Lea Michele & Cory Monteith: 'Glee' Renewed for Second Season!



Cory Monteith, Lea Michele and Dianna Agron live it up at the InStyle and 20th Century Fox Golden Globe Celebration at West Hollywood's Sunset Tower on Saturday (January 9).

The cast of *Glee* has something to smile about - they've been picked up for a second season by FOX. Gleeks, rejoice!!!

The network also announced today that auditions will be held for both amateurs and pros between the ages of 16 and 26 to fill three new roles for the series' new season! More details will be available soon at *Glee*'s official site.

FYI: Lea is rocking a [David Lerner dress](#) and [Jen Cohen jewelry](#).

Read more: <http://justjared.buzznet.com/2010/01/11/lea-michele-cory-monteith->

HOT TREND
GRAY JEANS
Say buh-bye, winter blues! Right now, the most up-to-date shade of denim is gray, a color that "looks great with everything," says stylist Leila Wolford. For a warm feel, pair your pair with shades of brown, or glow like snow by mixing gray with silver or white.

JESSICA SZOHR in Anoname "Paris" skinny jeans in New York City.

HERITAGE 1981 Alicia acid skinny jean, \$26.90.

WINNER'S CIRCLE
Glee's LEA MICHELE goes from geek to chic in a sleek David Lerner bandage dress and Jen Cohen jewelry at the InStyle and 20th Century Fox Glee party in L.A. Jan. 9.

HEIDI MONTAG ADDICTED TO PLASTIC SURGERY
10 PROCEDURES IN 1 DAY
Breasts enlarged, chin reduced, nose redone... and she wants more. In an interview, Heidi, 25, says she's gone too far?

EXCLUSIVE: THE OBAMAS
OUR FIRST YEAR
TIGER'S TORNHER
Lina's Death Call to Elm
CASEY JOHNSON
of *Heroes*

HOOP DREAMS
Alexander Wang vest, Bebe dress, \$179, David Lerner Collection leggings, \$79, Bracelets, from top: House of Lavande vintage; Fallon cuff, \$240; Chanet metal and resin; Badgley Mischka bow

teenVOGUE
numbers game should the drinking age be 18?
PRETTY WOMAN Emma Roberts GROWS UP
LOVE LOCKDOWN the upsides of surviving a breakup
COOL DRESSES, HEAVY-METAL GEMS, AND GLAM SHOES
TIPS FOR SUPERGORGEOUS HAIR & PERFECT SKIN

the buzz
BY BOBBIE THOMAS
Get Bratz while you still can
People has her own successful singing career, but she's still a fan of four other music mavens. (We saw Bratz Girls Really Rock!)

FEUD GETS WORSE
ANGELINA IS FURIOUS AS JEN MAKES FUN OF HER KIDS
RUMORS OF A SPLIT
THE REAL STORY ABOUT J. LO & MARY-KATE'S RAFFANAGE TROUBLE

Lindsay's quirky NECKLACE
Lindsay Lohan aren't the only ones who in a hole behind a fake mustache, thanks to Demitasse by Demitasse Jewelry. These mustache pendants on a chain have been worn by stars like Lindsay Lohan, who seem to appreciate that it can double as a disguise. Described as "facial fashion with an ultra-feminine twist," styles pay homage to the mustaches of icons like Freddie Mercury, Salvador Dali and King George. 125-\$185; demitassejewelry.com

DECEMBER 28, 2009 IN TOUCH 61

Click Here! For a chance to win a set of Louis Vuitton luggage!
FROM WHOWHATWEAR.COM & PURSELBLOG.COM

WHOWHATWEAR

What Was She Wearing Answers!

What Was She Wearing?

ANSWERS!

David Lerner top, jeans, Chic Chai's House of Ill Repute hat
Chloe shirt and shoes, TwentyTwo skirt
Jen Cohen top, tank, and pants, Giuseppe Zamboni shoes
Vero Wang coat, APC skirt and tute, Urban Outfitters messenger bag

Nicky Hilton's archetypal Southern California style is a reader favorite; so naturally, we stay up to date on all of the heiress' attire. Hilton displayed her latest casually cool getup—a **David Lerner Organic Button Down Tee (\$75)**, **JET Thrashed Jeans (\$188)**, and Christian Louboutin **Toyo Zeppa Heels in Python** (available in Black and Ivory Leather at the Christian Louboutin Beverly Hills Boutique, 310.249.9900)—while having lunch at JoJo's on Third earlier this month. She completed her laid-back look with a **Cha Cha's House of Ill Repute Panama Fedora (\$165)**, **Valentino Sunglasses**, and **Balenciaga Arena Classic Bag (\$1195, 212.206.0872)**. You can pull off a similar smart and easygoing ensemble at a less-expensive price by swapping out Hilton's hat and shoes for **Urban Outfitters Spillage Straw Fedora (\$28)** and **Steve Madden's Forgive Pumps (\$79)**.

FASHION ACCORDING TO ERIN
FASHION IS NOT SOMETHING THAT EXISTS IN DRESSES ONLY. FASHION IS IN THE SKY, IN THE STREET, FASHION HAS TO DO WITH IDEAS, THE WAY WE LIVE, WHAT IS HAPPENING. COCO CHANEL

- Monday, January 11, 2010
Glee
- Glee is renewed for their second season!!
 - On Saturday, the cast partied at the **InStyle** and 20th Century Fox Golden Globe Celebration and they looked oh, so good. Like that's shocking.
 - Lea Michele** is just my favorite. Look at how gorgeous her **David Lerner dress** is, Uh huh.



Jonotjoe's Weblog
These are a few of my favorite things...

Lea Michele... New Fashionista.
January 12, 2010

I've added another fashionista to my ever-growing list of "Favorite Fashionistas": *Glee*'s Lea Michele. After first posting about her in a *Theory* strapless leather dress - I've kept my eye out for any new updates on Lea. Sure enough (thanks to [justjared](#)) - here she is at the **InStyle** and **20th Century Fox Golden Globe Celebration** at West Hollywood's Sunset Tower on Saturday (January 9th) looking gorgeous in black - Lea even made *InStyle*'s "Look of the Day." SIDE NOTE: For all you Gleeks out there - *Glee* just got renewed for second season - win.

She is donning a **David Lerner black bandage dress** - with a sheer bodice, complete with **Jen Cohen jewelry**. Her ring is - amazing - I've never seen one like it before! Her shoes are **Alexander Wang "Natasha" pumps** with a leather pointed toe and sole - and a glossy heel. They look out of this world (literally).

JEAN GUIDE
People's STYLE WATCH
NEW COOL WAY TO WEAR DENIM?
Rompers and jumpsuits are hot right now. With wedges or platforms, you'll look retro-chic!

DL BUTTON DOWN TEE \$17.00
Celebrity Pink Jeans Cotton-polyester-blend romper, \$46, 530-343-3545; lulus.com

Nicky Hilton in

DISTRESS YOUR OWN DENIM!

- Plan before you distress: With your jeans on, use a pencil to mark the spots you want to roughen up.
- Use the right tools: Before you start making holes, consider this: A cheese grater gives the roughest texture. Sandpaper yields a slightly less worn look. And use a nail file around the hem and pockets, since those areas are more delicate.
- Protect your work: When you use denim fabric seam glue around each hole (so they won't get bigger), says *Bindiget* Antise, author of *Born Again Vintage*.
- Handle with care: When washing, turn jeans inside out and use a gentle detergent (like *Bluuwash*, [bluuwash.com](#)), which reduces friction in the wash.

Chris and Jaime "Carpenter's Jumpsuit" in cotton, \$76, Dori, 818-762-3274

Zana Di Rayon-cotton jumpsuit, \$58, Macy's, 800-456-2297; zanaadi.com for stores

Diezel "Juno" cotton jumpsuit, \$180, 877-433-4373; diezel.com for stores

theBUZZ
In Touch's style guide Bobbie Thomas uncovers Hollywood's hottest trends.

Follow Bobbie's buzz on Twitter! [bobbiethomas](#)

Lea Michele in David Lerner, \$220, [singer22.com](#).

Olivia Wilde in Stella McCartney's lace-paneled dress.

HOLLYWOOD'S CHIC & SHEER LBDs

Stars like Jessica Stroop, Olivia Wilde and Lea Michele look simple yet striking in little black dresses. A surprising sea of black was sent down the spring runways, but designers made the classic feel fresh by covering revealing cutouts with mesh and lace. From demure to daring, these overlays offer a light and airy spin on the LBD — making it the perfect piece to transition from winter red carpets to springtime soirees. And if you think you may have a new take on the traditional frock, check out [laundrybyshelliegal.com](#) for details about their "Design the Perfect LBD" contest!

IT'S WORSE THAN SHE KNOWS
Jesse Cheated with More Women!
Photo sex with his former star ex
• Finding the internet's most glib
• His sexy look-ups: a guide to
• New Sandra's in a panic about STD!

StarStyle

3 Fashion Gurus' SPRING FAVORITES

Star interviewed three trendsetters — reality starlet Tinsley Mortimer, celeb stylist Robert Verdi and revolveclothing.com buyer April Koza — to get their picks!

Tinsley Mortimer
A constant on the party scene, Tinsley always shows up in dazzling fashions. Here she wears a Marchesa electric-blue strapless dress with H. Stern jewels.

"I like pairing David Lerner T-shirts with Hanky Panky bras peeking through."

"I love the '80s look of these studs!"
Samantha Thavasa by Tinsley Mortimer Marc bag, \$395, Samantha Thavasa NYC boutique (212-535-3920)

David Lerner Collection
Burnout Roll Up basic tee, \$88, [singer22.com](#)

1. Tins Mortimer
THE 41
socialite.com now has her own show! Tune in on Wednesday 9:30 p.m. to High Society

BILLION DOLLAR BABIES!
Hanky Panky Signature cross bralette hankypanky.com

2. Rachel McAdams
promoted Sherlock Holmes while Cameron Diaz stumped for The Box.

3. Jessica
LOOK-A-LIKE
Summer's gorgeous brides share minimalist styles that are big styers (the shoes, parties, flowers and groom)

INTOUCH WEEKLY

MY DREAM WEDDING
Summer's gorgeous brides share minimalist styles that are big styers (the shoes, parties, flowers and groom)

REDLESS LOVE LIFE

FIGHT OVER MADDOCK

JESSICA LOOK-A-LIKE

In Touch insider

HOW MUCH DOES LAUREN'S STREET STYLE COST?

Lauren Conrad was the picture of casual elegance as she went for a stroll in Beverly Hills on July 18, pairing a David Lerner V-neck Fabric Jersey dress (\$70) with a 2.1 Phillip Lim skirt (\$300), Miu Miu shoes (\$500) and a Marc by Marc Jacobs bag (\$500). Grand total: \$1,450!

Jersey dress, with sweetheart neckline: David Lerner Collection lace tank dress, \$225, [dicollection.com](#)

Short and tight: Express lace-inset miniskirt, \$50, [express.com](#)

StarStyle

LACY Ladies

Nothing's sexier than black lace — just look at these striking stars! Get in on the trend with the stunning pieces below.

Jersey dress, with sweetheart neckline: David Lerner Collection lace tank dress, \$225, [dicollection.com](#)

Short and tight: Express lace-inset miniskirt, \$50, [express.com](#)

JESSE'S NEW GIRL
TORMENTING SANDRA

THIS TIME IT WILL BE FOREVER?

StarStyle

HOLLYWOOD SECRETS & SCANDALS

CELEBRITY ASSISTANTS TELL ALL!

Who's sleeping with the boss?
Who's engaged?
Who's a secret addict?

Who makes calls on the job?
Who has leaked equipment?
Who screws girls for staffers?

best? One star rocks it and the other falls a little flat. The smallest touches can make all the difference!

David Lerner tank dress

Booties add edge while maintaining femininity
This David Lerner tank dress — with its mesh neckline, sweetheart bodice and formfitting silhouette — is smoking. Pair it with dark ankle boots and the look gets even hotter! The only problem? You can't see One Tree Hill star Jana's sexy ankles. Lea keeps it young with super-short booties that spotlight her gorgeous gams.

COMPLETE THE LOOK

FASHION-FORWARD FOLDS
Steve Madden, \$90, [steve-madden.com](#)

JANA KRAMER

LEA MICHELE

SHE WINS! 53%

OLYMPIC ROMANCE Evan and Nastia are dating!

LifeStyle

BEAUTIFUL NEW PHOTOS

THE TWINS ARE OUT OF HIDING
After five months, Brad and Angelina finally take out Knox and Vivienne for an emotional family reunion

JEN'S BETRAYED
Get it caught with other women?

BRITNEY'S MEXICAN BEHAVIOR

LADY GAGA MELTDOWN

DAILY CANDY
Chicago Edition

CHICAGO - MARCH 05, 2010

The Homestretch
David Lerner Clothing

Locations

Krista K
3458 N Southport Ave
bt Newport & Cornelia Aves
Chicago IL 60657
773-248-1967

WEBSITE

MAP IT!

1. Lay on bed.
2. Suck in gut.
3. Lift legs in air.
4. Wiggle pants upward.
5. Attempt first zip.
6. Curse. Attempt second zip.
7. Screw it. Sweats it is.

Getting into your pants is a daily struggle (don't read too far into that).

Try David Lerner's clothing on for size. His leggings are made with dancer-quality fabric, so they contour to curves and maintain their stretch after a few rounds in the wash. Zippers, pockets, and latex add flair.

Lerner takes the LBD up a notch with mesh, lace, and cutout sleeves. Organic hemp tees are mended with a burnout treatment and rips in the back (sexy, promise).

The collection resembles The Row but with a lower price point.

Making it number one on your list.

Available at Krista K, 3458 North Southport Avenue, at Newport Avenue (773-248-1967 or [kristak.com](#)).

Photo: Courtesy of David Lerner

US

Who Wore It Best?
Had 100 people in NYC's Rockefeller Center

WE'RE GETTING MARRIED!
The reality star's reveal her secret and why she's not a bridezilla. If from my mom will I legit?

Rachael Rav

Lisa Leslie

Blake Lively 8%

Je L 9

Kendra Baskett 61%

Taylor Spreitzer 39%

The reality star looked sleek in David Lerner Collection in L.A. The actress paired the one-shoulder dress with blue pumps in Hollywood.

The Gossip Girl star spotted Georges Chakra Couture while filming in Paris. Loose weave in the back at a party in Hollywood.

4 JULY 26, 2010

BY CHINA BURTONE. Web reporting by Victoria Gutierrez & Tashia Thompson

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Brands David Lerner Photos, Videos & Links

David Lerner - Photos, Videos, Links

David Lerner Cut Out Sleeve Tee

Leighton Meester walking on the set of Gossip Girl in NYC on August 17, 2010.

http://coolspotters.com/brands/david-lerner/photos_videos#medium-826489

DAVID LERNER

Dresses

Kim Kardashian Hayden Panettiere Hilary Duff Lea Michelle Joanna Krupa Alessandra Ambrosio Katerina Graham Kristin Cavallari



Noureen DeWulf Aubrey O'Day Chelsea Staub Stacy Keibler Jana Kramer Kendra Wilkinson Stephanie Pratt



DAVID LERNER

Tops

Vanessa Hudgens Nicky Hilton Ellen Pompeo Alessandra Ambrosio Sophia Bush Lauren Conrad Lea Michele



Megan Fox Jessica Alba Miley Cyrus Hilary Duff Halle Berry Camilla Belle



DAVID LERNER

Bottoms

Stephanie Pratt Chelsea Staub Christina Aguilera Leighton Meester Paris Hilton Giuliana Rancic Kate Beckinsale Megan Fox



Amanda Bynes Sarah Hyland Nicky Hilton Shoshana Bush Kim Kardashian Hilary Duff Sara Paxton Shenae Grimes AnnaLynne McCord



Anna Trebunskaya



AnnaLynne McCord



Brandi Glanville



Cheryl Burke



Christa B. Allen



Jennifer Love Hewitt



Melissa Rycroft



Pippa Middleton



Rebecca Mader