

tibi

NEW YORK

Tibi designer and founder, Amy Smilovic, began her career in the fashion industry shortly after moving to Hong Kong in 1997. Following a successful marketing position at American Express in New York City, Amy relocated to Asia with her husband and began designing a small collection of contemporary dresses. The company has rapidly expanded into its current offering of ten collections per year as well as a complete shoe line, swimwear, and home accessories. Amy hand designs a range of prints and styles to match her personal taste and distinctive approach to dressing which she showcases in the tents of Bryant Park each season during NYC's Mercedes Benz Fashion Week.

Two years into the business, Amy was joined by her husband Frank Smilovic, now President of the company. Frank is responsible for developing and implementing Tibi's global growth strategy and managing the day-to-day affairs. Before assuming this role, Frank was Senior Vice President of Gateway's Japan, Asia and Australia operations. Prior to Gateway, Frank was with American Express for over 25 years in a variety of senior positions including Head of Finance for Europe, Vice President Worldwide Marketing based in New York and President Merchant Services Group for Asia.

September 2006 marked the opening of the first Tibi retail boutique in New York. The 2,200 square foot space, designed by Steve Blatz and Antonio Saracino, is located in SoHo at 120 Wooster Street and has received architectural acclaim in notable publications such as Interior Design Magazine. This is the first of many free standing stores in the comprehensive Tibi retail expansion strategy.

Tibi is now one of the largest contemporary lines found in over 500 specialty stores and upscale department stores worldwide including Saks Fifth Avenue, Henri Bendel, Neiman Marcus, Bloomingdales, Net-a-Porter, Harvey Nichols, Harrods and Scoop. Smilovic has recently opened showrooms in Dallas, London, Milan, Australia and Canada to better support the company's expansion. Scarlett Johansson, Cameron Diaz, Drew Barrymore and Reese Witherspoon are among the celebrity fans of Tibi's sophisticated prints and feminine designs.

Amy and Frank reside in Greenwich, CT and run the business out of their 8,000 square foot loft in SoHo, NY.

For press inquiries, please contact Liz Walker at Liz.Walker@Tibi.com or 212-966-3773



Tibi New York Boutique





TATLER

OCTOBER £3.90

PORT
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FATHER

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by his daughter Emily

THE
MYSTERY
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BILLION

Gianni Agnelli's
toxic legacy

TATLER
AT HOME

32 pages of
interiors &
entertaining

BRIT BEAUTY

Sophie Winkleman:
a Royal bride goes to Hollywood



Fashion

Wool Jacket, £350, by Jaeger



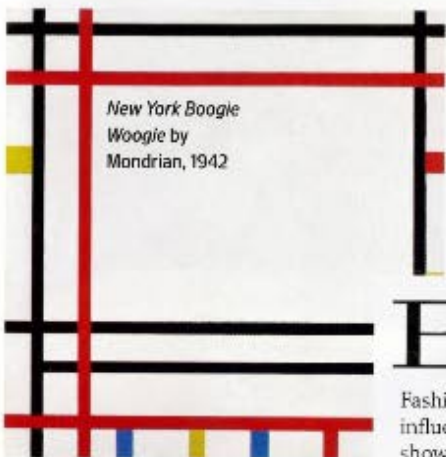
Spandex dress, £1,300, by Hervé Léger, at Harrods



Marios Schwab AW 09/10



Moschino Cheap and Chic AW 09/10



New York Boogie
Woolie by
Mondrian, 1942

TREND ALERT



Silk bag with metal and turquoise strap, POA, by Dolce & Gabbana

Blockbusters

Fashion has felt Mondrian's influence this autumn, as shown at Marios Schwab and Moschino. His signature slabs of colour can be found on power suits, cocktail dresses and boldly geometric accessories.

TATLER TIP

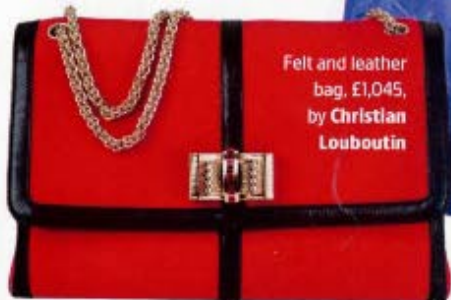
Yves Saint Laurent paid homage to Mondrian with this shift dress in a fashion show in 1968. For an updated take on the trend, try Tibi's T-shirt dress.



Suede shoes, £860, by Hermès



Taffeta and velvet skirt, POA, by Oscar de la Renta



Felt and leather bag, £1,045, by Christian Louboutin



Silk dress, £245, by Tibi, at Net-a-Porter

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£225, Joeger

HOW TO WEAR IT

- TEAM YOURS WITH HIGH-WAIST TROUSERS OR A PENCIL SKIRT, AND FIERCE STILETTOS.
- MAKE IT EFFORTLESSLY COOL WITH BOYFRIEND JEANS, A LUXE TEE AND ANKLE BOOTS.
- GIVE THE LOOK AN URBAN EDGE WITH A STUDED BAG.

LUXE FOR LESS

STYLIST'S TIP: make sure the waistline of your skirt or trousers is at the same level as the jacket, to avoid any unwanted bulge

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WORKWEAR SPECIAL

Power pieces and
day-to-night tricks

45

TOP NEW A-LIST
BEAUTY TIPS

EXCLUSIVE!

At home with
Donatella Versace

**AMANDA
SEYFRIED**

Blonde ambition &
talent to match



Work special

The day-to-night dress

For a dress that will last you from dawn till dusk, wear a pop of colour in a sophisticated shape. Tone it down under a dark jacket for daylight hours.

Cotton jersey-mix dress, £290, Tibi at Harrods (020 7730 1234). Cotton-mix jacket, £95, Ascension (0845 388 1381). Lycra tights, £11, Falke (020 7493 8442). Suede shoeboots, £120 (asos.com). Satin and metal bag, £22, Next (0844 844 8939) ▶



NEW!
Fashion Steal of
the Month

VOGUE

JUN

Carefree
Hair
Taming
the
Frizz

MULTITASKING
SUMMER
WARDROBE

21 Hot
Pieces
to Wear Every
Which Way

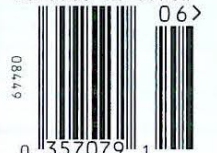
Poison Pen
The Letter
That Destroyed
a Marriage

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RARE FORM

"If you were going to build a female movie star, you would build her," says director Nick Cassavetes. Rag & Bone 100 percent organic-cotton cardigan. Tibi one-shoulder bathing suit. Details, see In This Issue.

ELLE

**MONEY
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KNIGHTLEY**

ON HER STYLE, AND
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MAKEUP

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HOW STRESS CAN
MAKE YOU SICK
**AND HOW
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**EXCLUSIVE
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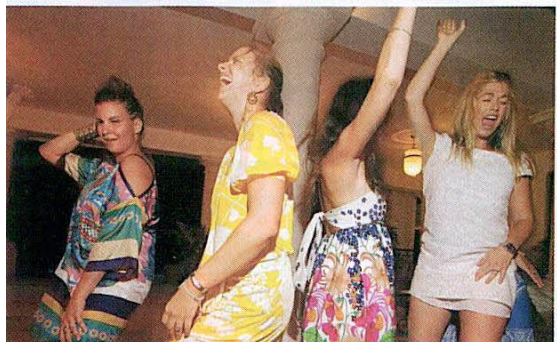
**BILL CLINTON: OUR
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DECEMBER 2007

BEHIND THE SCENES



Clockwise from top left: Tibi designer Smilovic (in black) with her weekend guests; Smilovic tries out one of her new bikinis; Arden Hess holds up her greeting card, painted by Smilovic; horseback riding; hibiscus flowers inspired the resort collection; the Tibi dance party



Fantasy Island

TIBI DESIGNER AMY SMILOVIC LAUNCHES HER LINE OF SHOES AND BIKINIS WITH A WEEKEND GETAWAY PARTY TO THE DOMINICAN REPUBLIC. PHOTOGRAPHED BY GREG MORRIS

It's after midnight in the balmy tropics of the Dominican Republic, and at the sprawling open-air compound owned by Tibi designer Amy Smilovic, a full-on dance party—thanks to Justin Timberlake on the stereo—is heating up. Eight women, Smilovic's friends, muses, and loyal customers, are grooving to the beat on the marble patio, atop plush white chairs, and even on one unfortunate rattan table. "I haven't moved like this since I had the baby!" shouts Coralie Charriol Paul, creative director of the Swiss jewelry company Charriol. Adding to the festive atmosphere are the psychedelic swirls of Technicolor (aquamarine, fuchsia, canary yellow) created by the fly girls' flirty cocktail dresses—all Tibi, naturally. Together they look like a 1960s Isaac Abrams painting come to life.

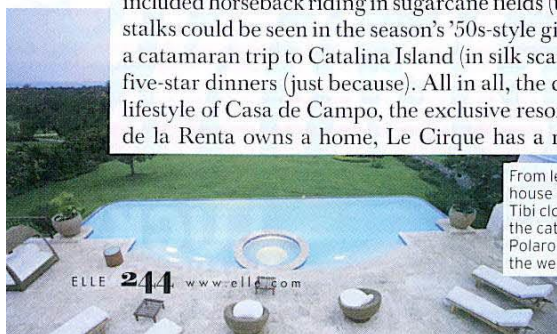
"These are my guinea pigs," says a giggling Smilovic, who, with her generous, relaxed attitude, greeted guests in a terry cloth swim cover-up and with a glass of pinot grigio, setting the casual tone for the weekend. Intended as a thank-you to her friends and as inspiration for her new line of shoes and bikinis and for her spring collection, loosely based on Elizabeth Taylor in Tennessee Williams' *Suddenly, Last Summer*, the trip included horseback riding in sugarcane fields (the green of the stalks could be seen in the season's '50s-style gingham prints), a catamaran trip to Catalina Island (in silk scarf dresses), and five-star dinners (just because). All in all, the chic Caribbean lifestyle of Casa de Campo, the exclusive resort where Oscar de la Renta owns a home, Le Cirque has a restaurant, and

Smilovic has spent time for the past decade (she lives in Greenwich, Connecticut, with her husband and two young sons) couldn't be more in line with the 10-year-old Tibi brand.

Smilovic designs the kind of universally flattering clothes that burst with playful personality. Put on any piece and you're instantly the life of the party. "Every woman can find a Tibi dress that represents her style," says new society darling and actress Byrdie Bell, who wore a Moroccan turban with her white cotton top. British corporate development consultant Chessy Wilson belted a striped shirtdress before accessorizing with mismatched bangles.

"Everything I do has to have a laid-back ease to it, which is why I love the Dominican Republic," says Smilovic, who started the line on a whim when she was living in Hong Kong for her husband's work. "It should never look like it took more than 15 minutes to get ready."

After two days, the weekend winds down (Paul won the dance-off), and the women are sharing a final glass of wine and bawdy bedtime stories, including one in which a guest confesses to having lost her virginity wearing Tibi. The hostess tucks her legs underneath her on the couch and surveys the room. Pillows are strewn about. Half-eaten trays of fresh mango are everywhere. And more than one of the designer's floor-length dresses has been knotted up into a mini. Observing the tableau, Smilovic grins, adding, "God, these girls look great."—WHITNEY VARGAS



From left: The house pool; Tibi clothes on the catamaran; Polaroids of the weekend



InStyle

what's
SEXY
now!

Fresh Ways
To Look Your
Sexiest

**NAKED
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TIPS**

**57
SMART
FASHION
BUYS**

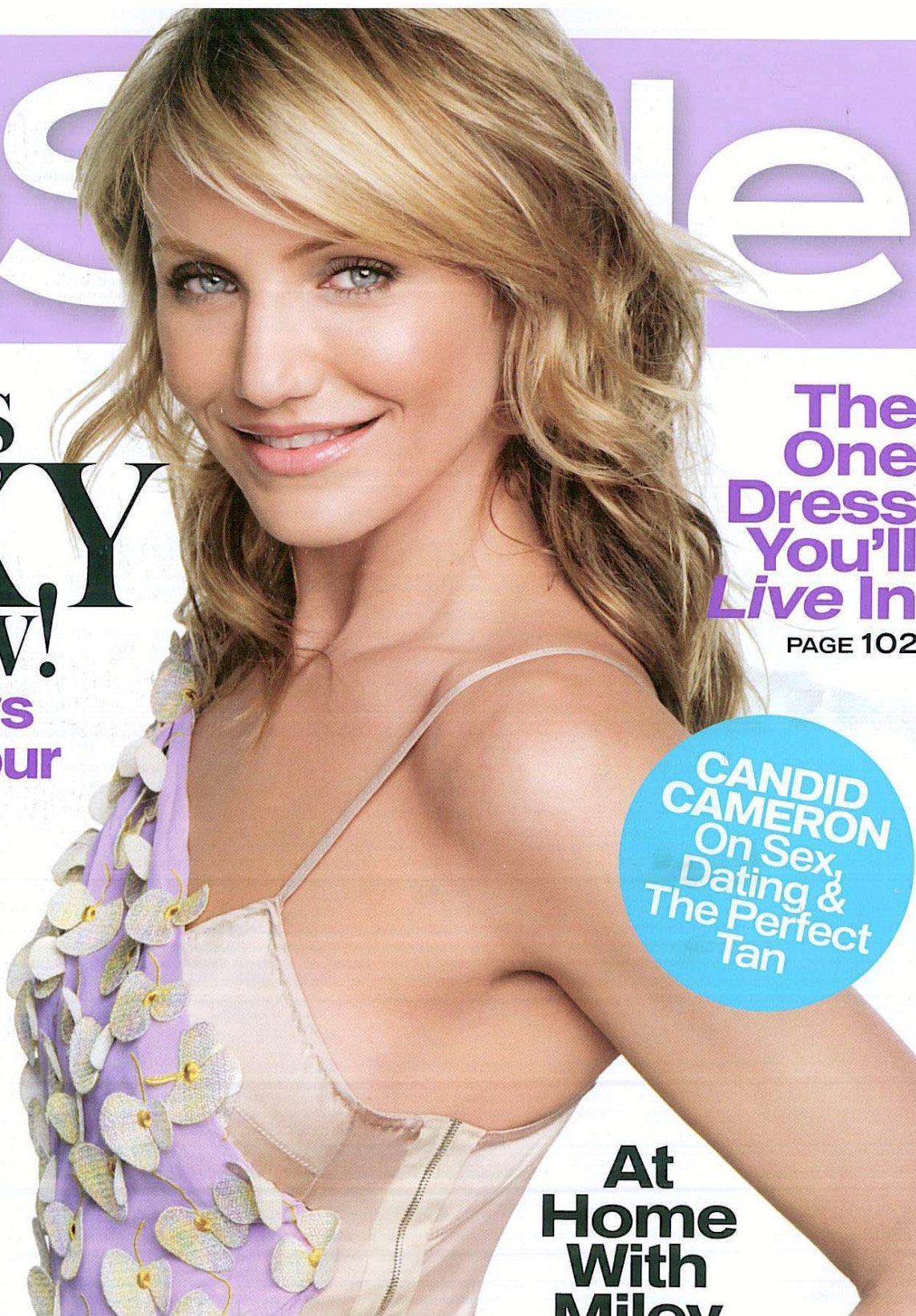
June 2008 InStyle.com

The
One
Dress
You'll
Live In

PAGE 102

**CANDID
CAMERON**
On Sex,
Dating &
The Perfect
Tan

**At
Home
With
Milou**



The Colorist

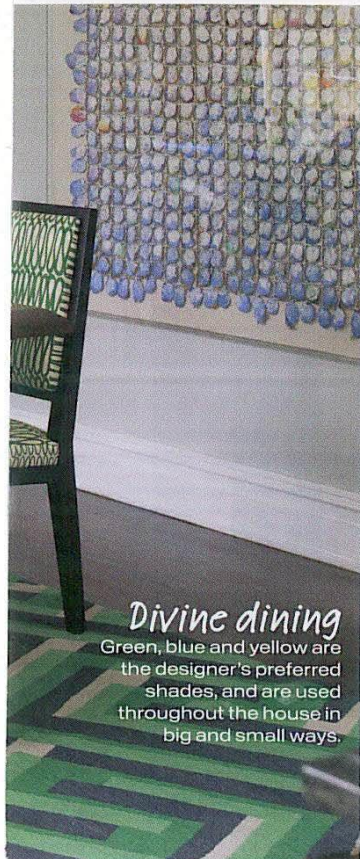
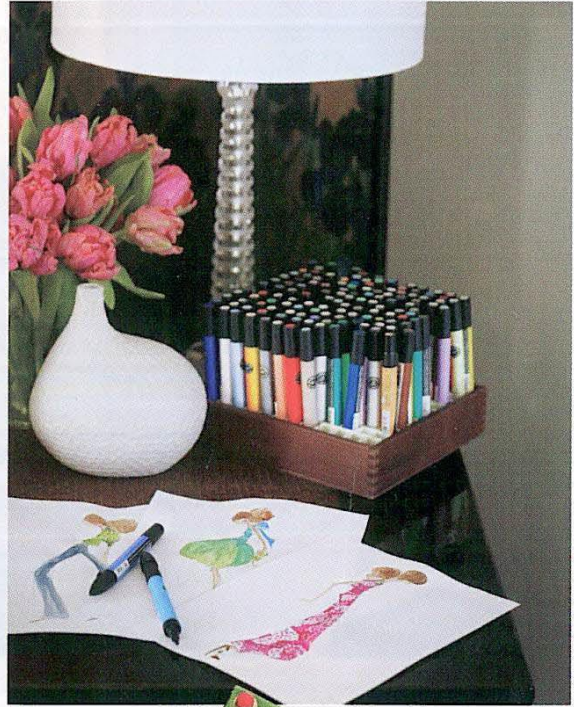
WRITTEN BY
George Epaminondas
PHOTOGRAPHED BY
Mark Lund

Everything is illuminated at the vivid, revitalized home of Tibi designer Amy Smilovic



In Tibi-top shape

After a dramatic overhaul, the designer's home now resonates with gorgeous color. Left: Wearing clothes she created for Tibi, Smilovic lounges on a bright chaise in the master bedroom. Below: Sketches for an upcoming collection.



Divine dining

Green, blue and yellow are the designer's preferred shades, and are used throughout the house in big and small ways.



J'adore décor

Smilovic brought a fashion designer's sensibility to her home project, creating mood boards of clips and swatches for each room.

CITRUS FLAVOR
Smilovic selected silk fabrics from the Tibi collection for these electrifying curtains.

HOME SUITE HOME Aside from this Karl Springer Lucite table from the early eighties, the furniture in the refurbished living room is newly bought—some of it from vintage stores in Stamford, Conn., or Smilovic's favorite Web site, 1stdibs.com.

a

AMY SMILOVIC FLOATS AROUND HER GREENWICH, CONN., home in a state of absolute rapture. "I love my kitchen," exclaims the Tibi designer, surveying glossy white cabinets, sleek nickel-plated chandeliers and vibrant chairs decked out in an ebullient green-and-white fabric plucked from her summer fashion collection. Catching sight of the acid-yellow silk curtains fluttering in the living room, Smilovic beams even brighter. "I love my curtains," she says. And a few moments later, taking in the jewel-box master bathroom embellished with electric coral wallpaper, she whispers, "I love my bathroom."

If Smilovic seems overly smitten with her surroundings, it's a recent infatuation. When the designer acquired this sprawling Colonial Revival-style house in 2000, she and her husband, Tibi president Frank Smilovic, were returning to the United States after a three-year stint in Hong Kong for American Express. Back then, Tibi was still blossoming into a fashion darling, and the Smilovic clan was about to flower with it. Two sons arrived, retail orders increased exponentially, and decorating the new six-bedroom home took a backseat. So while Tibi is synonymous with high-wattage prints and tropical insouciance, the house, at the time, mirrored none of those ideals.



"To me interior design is like dressing," says Smilovic. "You can try things out, and if they don't work you can go for something new."

PAPER TRAIL
Smilovic designed the inventive wallpaper that frames the bed.

HITS OF HUES
Pillows provide the "pops of color" she wanted for the master bedroom.

Mix it up

The graphic rug adds a bold counterpoint to the other patterns.



Pink high jinks The master bathroom resembles a dreamy boudoir, with coral wallpaper, an exquisite vanity (above) and whimsical furniture, including a chair covered in mother-of-pearl tiles. "Frank likes that it's clean and minimal," says Smilovic.

"It was freshly done, but just not my style," says Smilovic, reclining on a green yarn-loop cushion in the family room. In the background, sons Gabriel, 7, and Charlie, 5, buzz around in search of salami and Starbursts, respectively. Smilovic pauses to reconsider her initial assessment of the house. "Actually, it was awful," she says. The previous owner had a penchant for aubergine walls, red monkey wallpaper and mustard-hued curtains with roosters. "For me to chop off a dress is nothing—but to make curtains," she says, her eyes widening. "I was intimidated by the task. Not anymore."

The catalyst for staging an extreme makeover came last fall. Arch Lab, the architectural firm behind the radiant Tibi store in New York's Soho, put Smilovic in touch with interior designer Bruce Shostak. "When Bruce arrived, he yanked down curtains before we even hired him," says Smilovic. That dramatic act was the impetus the fashion designer needed. Springing into action, she created lavish mood boards to inform every room of the 5,600-square-foot house, using runway images, clips from décor magazines and fabric swatches. "It was helpful for me to get my head around what I wanted," she says.

Wallflowers Hip company Flavor Paper (flavorleague.com) in New Orleans was the source Smilovic turned to for the paisley wallpaper in the bedroom. Left: Some of their other patterns.



"Marni shaped the family room; Chloé sparked the bedroom." For Shostak, it was a novel experience. "I had never had a client create her own storyboards before," he says.

Setting themselves a tight deadline of five months—construction was limited to collapsing one wall in the living room—the duo purged existing pieces of furniture and breathed new life into others. A living room chaise, for example, was re-covered in an ikat print. "I've always loved that ethnic feeling," says Smilovic, who was intent on keeping a Chinese wedding cabinet, writing desk and card table from her Hong Kong period. Shostak upped the glam factor with classical elements like brass lamps, demilune tables and Roman shades to "create a dialogue" with the house's classic lines.

Today there is no trace of the froufrou that reigned unchallenged for seven years. In its place are crisp, custom-made sofas, handsome lights, soothing gray and cream walls, and deliberate splashes of sumptuous color. Most beguiling are the hand-tufted, jewel-toned rugs that Smilovic dreamed up herself, delivering an infusion of Dr. Seuss wit. Having furnishings custom-made and then pairing them with vintage finds was also important. "It's one thing to show up to a party dressed like someone else," says Smilovic, "but to arrive at someone's house and have the same living room furniture—ugh."

Now it's as though a heavy load has been lifted: The kids invite their friends over to play, husband Frank is duly impressed, and Smilovic is practically levitating. "I am so much happier," she says. "The place just never matched my personality before." ■

MILAN
men's collections/fall '09



◀ **MEN'S:** Milan Fashion Week, with Giorgio Armani, Versace, Alexander McQueen and more, pages 8 to 13.

▶ **FINANCIAL:** Burberry joins wave of luxury layoffs, page 2.



FASHION: Pre-fall looks from Chloé, Givenchy and Emilio Pucci Akris, page 7.



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WWD WEDNESDAY

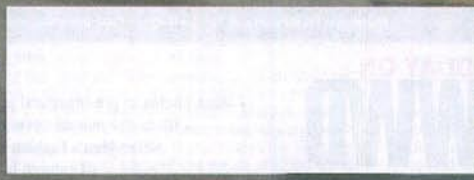
Sportswear

At Last

WASHINGTON — The Etta James tune soulfully sung by Beyoncé Knowles at the Neighborhood Inaugural Ball Tuesday night perfectly summed up the mood of the day that saw the swearing in of the nation's first African-American president. Knowles sang as President Barack Obama, clad in a custom Hart Schaffner Marx tuxedo with white tie, and his wife, Michelle, in an off-the-shoulder long white dress by Jason Wu, took to the dance floor. As for the new First Lady's gown, it got praise from one important quarter: "How good looking is my wife?" her husband said to the crowd. For more on the inauguration and surrounding parties, see pages 4 to 6.



REUTERS/ROCK WILKING/LACOV



Tibi Inks License for Japan

By Sharon Edelson

NEW YORK — Tibi has signed a licensing agreement with the Japanese Marubeni Fashion Planning Corp., which in turn signed a sublicense agreement with Itokin Co. Ltd. to produce and distribute the Tibi brand in Japan. The agreements, which cover clothing, handbags and jewelry, stand to more than double Tibi's total volume.

Owner and designer Amy Smilovic will retain creative control of the collection. Itokin also has licensing deals with Cynthia Rowley, Ashleigh Verrier and James Coviello.

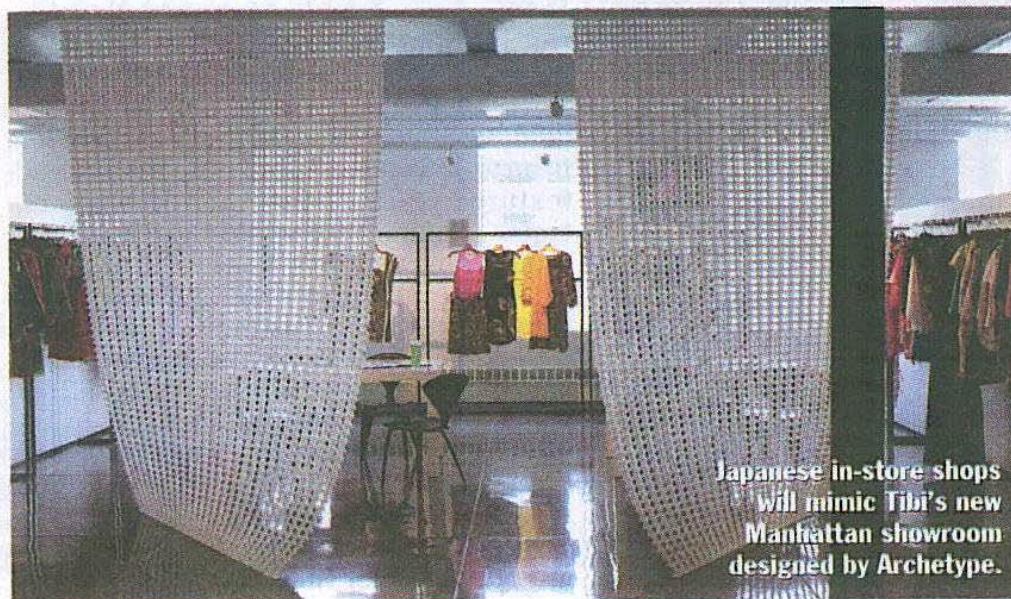
Smilovic has had her sights set on the Japanese market for a decade. Despite making inroads, Tibi was never leveraged fully in Japan, Smilovic said. "We really didn't feel like we tackled the market completely," she said. "I feel like we've been working for 10 years toward [a deal] in Japan. We've always been carried in a lot of stores there. We wanted to go the full licensing route, rather than the regular distribution route."

Sales of the contemporary label in Japan are expected to reach \$30 million in the next three years, Smilovic said. In-store shops are planned for Isetan and Takashimaya units. "We've designed the in-store shop concept," Smilovic said. "It looks like our showroom merged with our New York store."

Smilovic said freestanding stores are on the horizon, with about 10 units planned over the next three years. "Our partner is very aggressive," Smilovic said. "Once they've made the decision to do something, they do it right. When the brand was recently launched in Japan, they rented a showroom and replicated our Tibi showroom in New York down to the cappuccino cups with the Tibi logo."

Smilovic has positioned the company globally, with 700 retail accounts worldwide. "We're sold in about 250 to 300 stores in the U.S.," she said. "Russia was our growth country until about June. It's shifting. The Middle East is very strong, and Greece is going gangbusters. Europe is still doing well. We were on such a growth path before everything plummeted in October. That's certainly leveled off. At least it's level and not going in a downward trend."

Plans to open three or four stores in the U.S. over the next two years are on hold, but not indefinitely. "Cash flow is everything right now," Smilovic said. "We're really trying to keep investing on the marketing side because we don't want to go quiet at this time."



Japanese in-store shops will mimic Tibi's new Manhattan showroom designed by Archetype.