



the BEGINNING OF DESIGNER SPORTSWEAR

Thanks to Stella McCartney we can all swim or sweat in style. Adidas by Stella McCartney is a first in the fusion of fashion designers and performance sportswear. This new line features styles in four categories: running, gym/workout, swimwear, and cover-ups. The idea is to make products that look great without compromising function or performance. According to Stella McCartney, "This collection is for women who take both their sports and style seriously. Why should we have to sacrifice one for the other?" You can find adidas by Stella McCartney in select department stores and Adidas Sport Performance stores.



For Beck Hickey, recycled skateboards + plush fabric = handbag. This summer marks the debut of Beck's much-anticipated artist-series bag collection. Dave Kinsey, Shepard Fairey, Sam Flores, Mike Giant, Barry McGee, Steve Caballero, Jason Lee, and Chris Pastras are just a few of the headliners for this one-of-a-kind mission. Beck's initial attraction to making handbags out of skateboards was stimulated by the creative nature of skateboarding itself—the graphics and the influence skate culture has on fashion and art. For gallery show dates and more on Beck(y) bags look online at www.beckycity.com.



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MIXING OF ELEMENTS

In Amy Grace's jewelry collection no two pieces look alike. Using organic materials such as pearls, shells, and semiprecious stones, Amy has created designs that come straight from Mother Earth. Inspired by her love of pearls, Amy finds their many colors, shapes, size, and luster fascinating. Mixing elements from her travels and her passion for fashion, Amy Grace is making her mark in the world of gems and jewelry. Check out www.amygracedesigns.com



The ultimate in comfort and style, Tysa reversible skirts are a must-have for summer. Tysa is the brainchild of Tysa Wright, a California native. Inspired by beach culture and fashion, Tysa designs with versatility in mind. Tysa products are made entirely in the U.S. using finely-milled cotton in a variety of colors and silhouettes, including several pants and skirt styles. Look for locations at www.tysadesigns.com

