

# Los Angeles Honors its Fashion Favorites

BY DANA ROBINSON

At the second annual **Los Angeles Fashion Awards** (held at the Orpheum Theatre in downtown Los Angeles), **Jon Kelley** from "Extra TV" and **Lauren Holly** from "NCIS" co-hosted and kept the audience entertained throughout the evening.

**O**n October 20, 2006, Los Angeles' fashion community was treated to runway shows from the three nominees for the MAFI (Moss Adams Fashion Innovator) Award.

**Juan Carlos Obando's** collection featured elegant dresses among other fashion-forward designs, while **Corinne Grassini**, designer for **Society for Rational Dress**, showcased models with leggings, sky-high heels, and flowing tops of varying lengths accented with belts. **Rozae Nichols**, who walked away with the

coveted award, presented a unique line of neutral-toned, elegant designs on models who wore small dolls gracefully pinned to their backs. The final touch—Roman-esque sandals.

"It went very well," says **Jennifer Üner**, executive producer for the L.A. Fashion Awards. "We had about a third of an increase in attendance over last year." Üner credits the surge in numbers to an overall raised awareness of the awards. To promote the event, a rooftop reception was held in August 2006 at The Standard hotel in Los Angeles to announce the nominees, and representatives of the L.A. Fashion Awards performed a NASDAQ closing bell ceremony on Sept. 15—the final day of New York Fashion Week.

"We're always interested in honoring people in categories that are appropriate to the event," continues Üner. "We'd love to see a denim award, accessories award, or an intimate apparel award. All of this is predicated on finding the right sponsors." Üner notes that sponsorship is an exclusive, high-profile opportunity with a portfolio of benefits. Participating companies can create and name an award and leverage the benefits it would bring to the brand and the fashion community. Companies interested in sponsorship can contact Üner (JUner@LaFashionAwards.com).

The 2007 event is tentatively scheduled for October and just may have more categories to draw attention to the variety of talent that resides in Los Angeles. ●

## WINNERS OF THE 2006 LOS ANGELES FASHION AWARDS

Moss Adams Fashion Innovator Award  
Rozae Nichols, designer

Marketing Excellence Award  
Collection bebe

Fashion Retailer Award  
decades & decadestwo

Wells Fargo Century Fashion Achievement Award  
Monique Lhuillier, designer

Fashion Communications Award  
Arianne Phillips, stylist and costume designer

Inspiration Award  
Gen Art

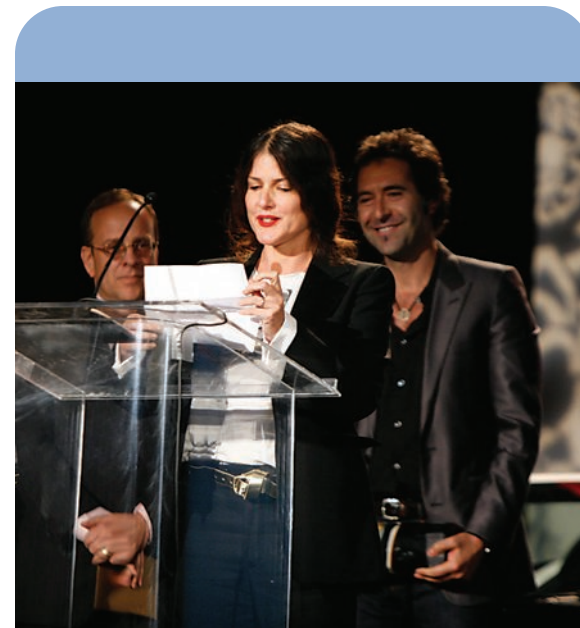
NASDAQ California Apparel Stock of the Year Award  
Charlotte Russe



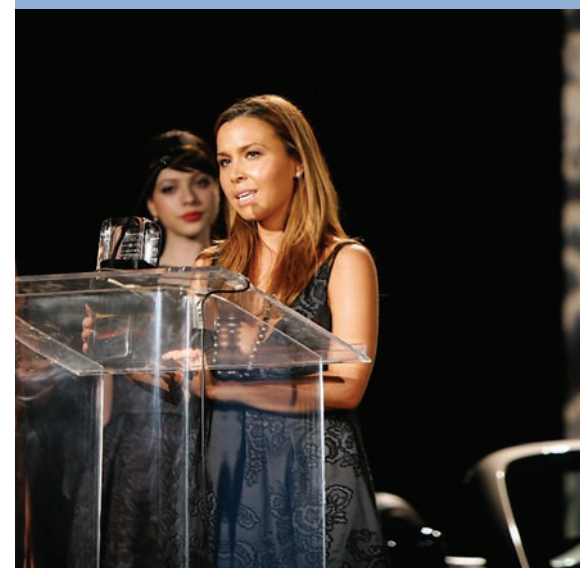
Megan Griffith (left) and Jennifer Egan (center), of Gen Art Los Angeles, share a moment with "Project Runway" alum Nick Verreos (right).

"WE'D LOVE TO SEE A DENIM AWARD, ACCESSORIES AWARD, OR AN INTIMATE APPAREL AWARD. ALL OF THIS IS PREDICATED ON FINDING THE RIGHT SPONSORS."

— Jennifer Üner



Designer Rozae Nichols accepts the Moss Adams Fashion Innovator Award as Moss Adams LLP Managing Partner Rob Greenspan (left), and CEO Tony Graham (right) of Anna G.—parent company of the Rozae Nichols label—look on.



Designer Monique Lhuillier accepts the Wells Fargo Century Fashion Achievement Award, while actress Michelle Trachtenberg looks on.



Designer David Cardona of Collection bebe accepts the Marketing Excellence Award.