

Stone_Cold_Fox: Timeless Vintage

The pair behind Dana Point, Calif.-based **Stone_Cold_Fox** takes inspiration from the past while blazing their own trail forward. Founders Cydney Morris and Dallas Wand believe their vintage-inspired line can outlive the trends and remain fresh.

After time apart while finishing up their studies—fashion design at the **California College of Arts** in San Francisco for Morris and merchandise marketing at the **Fashion Institute of Design & Merchandising** in Los Angeles for Wand—the childhood friends reunited in Orange County to launch **Stone_Cold_Fox**, which was initially born from Morris' graduate collection.

The line's name is derived from the Sofia Coppola film "The Virgin Suicides" and is 1970s speak for "total babe," Wand said.

The year-old line shares its vision through stories rather than seasons. Inspired by the duo's world travels to Bali and Australia, the current collection, called "Gypsy Decay," captures a nomadic woman wandering across a barren land.

Burnout velvet, washed silks, soft chiffons and delicate lace detailing translate into timeless, ethereal pieces. The line also doesn't stray far from a muted color palette of black, ivory and blushed nudes.

Tonal peach blouses, lace bloomers, black velvet shawls and flowing silk dresses encapsulate the nomadic theme of the collection as well as the California desert landscape.

With names such as "Drifter," "Ginsberg," "Kerouac" and "Nomad," the pieces transplant to a certain time and place that hopes to transcend trends.

"Sexy but classic with delicate details that are beautifully made will never go out of style," Wand said.

Each piece is handcrafted, and all fabrics are locally sourced, according to Morris and Wand. The pair remains tight on fabric purchases to keep the focus on hand-made construction. Pieces can also be custom-made for individual orders.

Stone_Cold_Fox is very much for girls like its founders—who remain effortless and at ease in their own skin. The **Stone_Cold_Fox** girl "doesn't have to try hard and knows what she wants, knows what works for her body, and is still confident and stylish," Wand said.

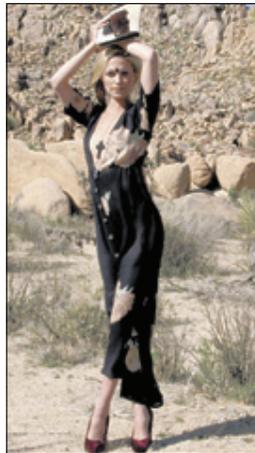
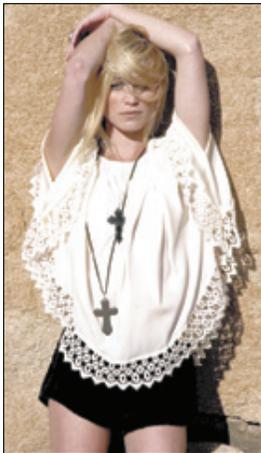
"We love getting dressed up and being stylish but also being comfortable," Morris added.

The poster girl for the line is Jane Birkin, the company's muse. "I've always loved Jane Birkin and her whole persona," Morris said. "She's our ideal girl who would wear our line."

The pair hopes to keep their company small in order to focus on growing the line and treating each piece as a unique, one-of-kind gem.

Wholesale prices range from \$75 to \$300. The line is carried by Southern California retailer **Planet Blue**, Corona Del Mar, Calif.-based **Westerly** and Los Angeles-based e-tailer **Stanton-James.com**.

For more information, e-mail scf@thestonefox.com or call (949) 933-9098.—*Connie Cho*



CMC Showrooms Get a Jump on June Market

A group of showroom owners at the **California Market Center** has opted to open early for the June run of **Los Angeles Fashion Market** for buyers who prefer to shop on Sundays.

All 20 showrooms on the CMC's second floor and about 25 of the third-floor showrooms will be open on Sunday, June 13, for pre-market shopping, according to Don Reichman, owner of **Reichman Associates**, located in suite A287. The CMC parking lot and several restaurants—including **Tri-rama**, **Tacomole** and **L'Express Presto**—will be open.

The CMC recently shifted market weeks from a Friday-to-Tuesday schedule to a new Monday-to-Wednesday schedule. The Fall II/Holiday market begins on Monday, June 14, and runs through Wednesday, June 17. Hotel shuttles will also begin on Monday.—*Alison A. Nieder*

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