

EVENTS

# See and Be Scene

**Who:** Scion, Hypebeast and 3 Steps Media  
**What:** Kut From a Different Cloth fashion show  
**Where:** Vibiana event space, Los Angeles  
**When:** Nov. 21

**The scene:** Nearly 1,000 people attended the Kut From a Different Cloth fashion show, held on Nov. 21 at the Vibiana event space in downtown Los Angeles. The hip scene converged for a fashion show and party to celebrate the Kut From a Different Cloth design competition, presented by Scion, Hypebeast and 3 Steps Media in association with Lovemade and 80sPurple.com. Some of Los Angeles' leading up-and-coming designers were featured on the runway in a fashion show organized by 80sPurple.com. Designers included Insight, Velvet Leaf, Kaylee Tankus, Fremont, Corpus and Orthodox, which presented looks from their Fall collections. According to 80sPurple owner Belle Nguyen, the show was an opportunity to present brands available on the Web site. A plethora of the season's key fashions walked



JOHN ECKMEIER

Insight

the runway, including leather jackets, plaid ensembles, edgy knits and chic party dresses. The hip mix of designers was indeed a fashionable way to celebrate the culmination of the graphic-design contest, whose top four winners were featured at the event. The winners of the three-month contest were selected from 14,000 established and novice designers across the United States, who submitted T-shirt designs via the Hypebeast Web site.

Votes from Hypebeast visitors and a panel comprised of representatives from Scion, 3SA Media and Hypebeast determined the top designs. More than \$20,000 was awarded to the top four winners.

—N. Jayne Seward



Kaylee Tankus

Fremont

Velvet Leaf

## E-TAIL SPOT CHECK

# TenOverSix Makes Foray Into Online

Patrons of hip, conceptual boutique TenOverSix, based in Los Angeles, can now get their fashion fix any hour of the day or night through its newly launched online store ([www.tenover6.com](http://www.tenover6.com)).

Before jumping into the larger Web pool, TenOverSix first dipped its toe into e-commerce with a soft launch via a store through the Refinery 29 blog featuring an edited selection of goods, according to Co-Owner and Head Buyer Kristen Lee, who runs TenOverSix with partners Joe Cole and Brady Cunningham.

A full-fledged site with expanded product offerings was always in the stars. "We hope to attract a whole new customer base, expand our sales and really grow," Lee said.

TenOverSix carries a host of fashion-forward lines, including Acne, Rachel Comey, Scout, Loeffler Randall and Slow and Steady Wins The Race as well as its own private-label line, called TenOverSix.

For holiday, the online store will showcase new pieces from the TenOverSix collection, such as dresses infused with party-worthy hues of black and gold, and footwear, including a limited-edition round-toe pump called "Kat."

TenOverSix plans to reward shoppers further with free shipping in the month of December. In addition to shopping the covetable clothing on the site, visitors can shop TenOverSix's selection of art pieces and books.

Reception to the online store has been positive, especially among customers seeking looks that go beyond L.A.'s borders, according to Lee. "Our shoppers are primarily 20- and 30-somethings who mostly reside in [places such as] Brooklyn and San Francisco," Lee said.

Juggling an offline and online store has been an effortless endeavor, according to Lee. A great advantage is being able to run the Web operations out of the TenOverSix headquarters at its bricks-and-mortar location on Beverly Boulevard in Los Angeles.—Connie Cho



[www.tenover6.com](http://www.tenover6.com)



# SILK CULTURE

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