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C fashion

TALENT SCOUT

4 New Names to Know

From sophisticated silk knit blouses to dresses with charm and flair, unique designs are becoming a mainstay of L.A.'s buzzing fashion scene

Designer Allison Blumenfeld in her apartment-turned-design studio in L.A.'s Hancock Park.

BLUMENFELD

BLUMENFELD
 BLUMENFELD, above, limited her fall line to one fabric, seven colors, and 15 styles.

California's Jersey Girl

In an age when practically every product—from bottled water to lipson—is marketed as a "lifestyle brand," it's refreshing to discover an entrepreneur who lets the simplicity of her vision speak for itself. "I have the idea of doing one thing really well," says Alison Blumenfeld, designer of a new range of knit tanks, T-shirts and dresses—all made from the same incredibly soft and supple Italian silk jersey and available at Barneys New York and Wilkes Barre. "Knitwear was a real niche I thought was missing," says the designer. "Nobody really wears sportswear, and knitwear just makes so much sense in California—you grow up living in it," she adds. Blumenfeld would know, having been raised in San Francisco before studying at the Art Center College in Pasadena and ultimately setting up shop in Los Angeles. blumenfeldcollection.com net.wax.com

Romancing the Dress

With only two collections under her silk-satin belt, L.A. designer Katy Rodriguez has found herself holding orders from fashion institutions as far-flung as Browns in London and Harvey Nichols in Hong Kong. Rodriguez, the co-founder of Resurrection, the New York and L.A. vintage emporium, finds the success of her line "overwhelming," considering the art school graduate began the venture with one dress, the Gino Gino, sewn in her living room. Fall continues her focus on dresses in both front-to-back like garnet, amethyst and tourmaline cut, bonnet, tulle, lace and crinoline. The results are clothes infused with dark romance. Imagine if those tragicomic Bronte sisters were the It Girls of today (as they were in their time)—Katy Rodriguez is precisely what they'd wear for a night out, leaving broken hearts in their wake. katyrodiguez.com net.wax.com

KATY RODRIGUEZ

Signature colors in Rodriguez's fall line include gold, purple and crimson red.