



MILAN, NEW YORK...AND IT'S ALL ABOUT FASHION WEEK N L.A.

The largest and most prestigious gathering of LA's most respected fashion designers took place in March. With more than 40 incredibly stylish events around the city, every fashionista was on hand and went wild over the fab designer showings. Multi-designer runways, tons of fashion charity events and an extended list of fashion events

including: Green Initiative Humanitarian fashion shows, Refocus; Designer Launchpad, organized by the California Market Center and Fashion Business Inc.; Project Ethos; Concept L.A. Fashion Week; Directives West's First L.A.; Sew Down; L.A. Fashion Collective; Hope in the City, independent fashion events and FGILA bi-annual MEET THE DESIGNERS & THEIR MUSE event featuring more than 40 local and international established and new emerging designers. Proceeds from the Designers & The Muse event benefited the FGILA Foundation which provides scholarship grants to local fashion school students chosen through an annual merit-based competition.

Designers and celebrities such as Sue Wong, Michelle and Magid Mahrabadi for *Magid Bernard*; Natalie Cole, Ashley Jones, Samaira Armstrong, Vanessa Williams, Kristen Ruhlin, Ryan Starr, James Galanos, Lloyd Klein, David Cardona, Elizabeth Mason, Ari Sheuhmellan, Michael Costello,

Kimberly Ovitz, Nick Verreos, Jenny Han, Ina Soltani, Jesus Estrada, Eva Franco for *Anthropologie*; Kelly Nishimoto, Maggie Barry, Charlie Lapson, Michele Bohbot for *Bisou Bisou*; and many more.

SPRING, SPRING, SPRING...

...means dresses, dresses and more dresses! Be it a beach dress, or chick cocktail or an elegant red-carpet evening gown, L.A. knows how to make you look like a star! These ladylike Hollywood-glamorous, elegant, and utterly feminine looks with veiled hats made a serious comeback most spectacularly as evening gowns of Michael Costello and Magid Bernard among others. Think shimmer, not glare, incorporating beading, feathers, metallic hues and usual satins, chiffons and silks. American designers face few challenges, mass-produced, made-in-China retailers are less-and-less popular in our eco-conscious world; "fashionable" garments today mean not simply trendy—but all together beautifully unique, comfortable and

made of sustainable fabrics, enhanced by a tremendous work ethic.

This Spring 2010 fashion week, showcased more sustainable techniques, natural fabrics than ever seen on the runway before such as the breathtaking designs by local couturier Magid Bernard. The new fashions on runways are an inspiration for many new emerging designers throughout the world.



Some call them Classicists, while others are simply speechless, realizing the meaning of the word "perfection" for the designers of Magid Bernard.



"Oh, this gorgeous green dress, did you see it? Of course, how could you miss that eye-catching, classy and flawless garment?"—this is how I was introduced to the House of Magid Bernard, while attending FGILA's The Designer & The Muse event.

The husband-and-wife team of Magid Mehrabadi and Michele Bernard met in college and since then have been an endless inspiration for each other. They started their careers in the 1980's as fashion designers and quickly became very successful producing and selling their line through retailers across the country. But their passion for perfection and impeccable fit soon helped them realize that they were meant to create and revitalize the old forgotten art of made-to-measure.

Unlike many designers, who either only create a seasonal collection that sells off the runways, or others who exclusively make custom clothing, Magid Bernard not only presents beautiful collections twice a year but also personally custom-fits each garment in accordance with their client's body type, always assuring the most flattering and impeccable finished look. These designers are as particular about the perfecting of each garment as they are about the fabric they use.

"We use only exquisite European fabrics from mills in Italy, France and especially Spain, where we hand-pick our embroidered silks," says Magid. This creative couple complements each other in so many ways: Magid reflects his masculine perception of women's beauty, and Michele can relate to her clients like no one else. "Besides the usual attributes of women's fashion, comfort is a paramount of our style philosophy.... believe me, you can do Yoga in your favorite Magid Bernard dress.... be it an elaborate evening gown or a smart suit." says Magid, and that is why their pieces usually becomes a favorite among their diverse clientele of political figures, celebrities, successful business leaders and socialites. And after getting to know them a little better, I realized that despite their high-profile clientele, Magid Bernard resists being labeled strictly as



'designers to the elite.

"The glamour and excitement of serving a prestigious clientele is undeniable, but equally rewarding is making a garment for that young working woman who has so carefully saved for her "1st Magid Bernard". Regardless of who she is, the common bond among Magid Bernard women is the joy and confidence that comes from wearing a beautiful, perfectly-fitted and timeless dress.



Magid Bernard invites you to visit their L.A. showroom in the prestigious New Mart building in Historic Fashion District or call for details on their upcoming Beverly Hills trunk show!!!

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