



Designer Bill Hallman

## The Hallmark of Hip

For almost a decade, trailblazing retailer **Bill Hallman** has built his brand on anticipating trends. His latest forecast: Buyers want more exclusivity. So the 43-year-old has dusted off his designer cap (one he hung up in 1990) and is rolling out his own line of clothing for women and men. Almost two decades of buying for his hipster-magnet fashion boutiques—the eponymous Virginia-Highland flagship and Flaunt in L5P—provided the impetus for his own label. “I designed the pieces based on things I want in the store but can’t find in the market,” he says, citing skinny low-rise shorts and daring backless

dresses in metallic brocade as examples. The line, priced \$129 to \$250, coincides with another addition, Bill Hallman Studio, his new retail project at Buckhead’s Around Lenox shopping center. It’s part design studio with a semi-exposed workspace à la *Project Runway* for his production team and part sleek boutique. Hallman’s own collection will comprise half of the inventory mixed with a jackpot of sought-after labels for men and women. Look for a pop-up boutique in Lenox Mall during the holidays and, in spring 2010, a fourth specialty store on the Westside as yet another addition to Hallman’s fashion fiefdom. *Bill Hallman Studio, 4300 Around Lenox, or billhallman.com. —Amy Flurry*

( OVERHEARD )

“Just seen on a bumper sticker: ‘Keep East Atlanta Weird.’ Says so much about our always-evolving city.”

—Citysearch editor and man-about-town Jonathan Baker on Twitter



ONE TO WATCH

## The Puppet Master

He’s one of the more influential commercial photographers of the last decade, and his digitally manipulated portraiture and advertisements for clients like Showtime, Nike, Coca-Cola and ESPN are ubiquitous. OutKast, Dennis Leary and chef Jamie Oliver (the latter hung upside down like a slab of beef in a butcher’s quarters) have been the subject of his lens. Then there are those who attempt to mimic his trademark style (read: art school graduates everywhere). But this past spring **Jim Fiscus**, 45, who lives with his wife and two-year-old son in Athens, Georgia, turned his attention to a personal project—a photographic short story that took cues from fashion. “I’ve been kicking this dark Pinocchio

thing around in my head for eight years,” says Fiscus of the story’s main character, a woodworker who carves life-size dolls of the same woman over and over again in an attempt to bring her to life. To articulate his illustrated narrative, Fiscus pulled together a dream team of set and costume designers, stylists and makeup artists. Save a few vintage pieces rented from a movie-studio wardrobe department, almost every element of the NYC set, from the costumes to the cobblestones, was meticulously handmade. The 11-frame experiment, which integrates computer-generated imagery and traditional photography and is titled *The Unfortunate Moment of Misunderstanding*, was showcased to acclaim in June at M Project Gallery, New York. It’s only a matter of time before Fiscus joins the gilded pantheon of cult fashion photographers. *Fiscusphoto.com. —A.F.*

A frame from Athens artist Jim Fiscus’ new work based on the Pinocchio fable.



A look from Uccé.

## Uccé, Uccé, Ooh...La-La!

Nigerian-born, Atlanta-based designer **Uche Ude**’s first name signifies an African word for “thoughtful.” It’s also a fitting name for her smart new women’s line, Uccé, that blends tailored classics with flirty feminine pieces. Think: Theory meets Nanette Lepore. Debuting this fall (see her website for local fashion-forward boutiques carrying her line), Uccé sexes up elegant silhouettes with sly, slightly avant-garde touches such as unexpected lines, pockets, exposed zippers as design accents, or kick pleats. Ude, who trained two years at SCAD, says her polished collection blends “European culture with American verve.” Bag the Rosette dress with the sensual back slit or a sleek fur-embossed leather vest and matching skinny pants and amp up your own style profile. *Ucce.com. —Nancy Staab*

# Atlanta

A great new e-store, the perfect organic cotton tunic, plus special deals for *Lucky* readers. By Amy Flurry

## Lucky on the loose:

### shops around lenox

In the last year, this once-desolate Buckhead mall has become a prime one-stop retail destination.



#### MERINO

**3400 Around Lenox Dr. NE, Ste. 200, 404-846-6307** This newcomer has established itself as a key source for on-the-cusp lines like French jeweler Aris Geldis and Aussie label Akira.



#### RHINOCEROS

**3400 Around Lenox Dr. NE, Ste. 302, 404-842-0942** French expat Nathalie Welch's tireless quest for fledgling talents like Haute Hippe and Leyendecker and her keen eye for rockerish staples from names such as Elizabeth and James add up to the chicly offbeat, straight-from-Paris feel at her months-old boutique.

#### TOOTSIES

**3400 Around Lenox Dr. NE, Ste. 219, 404-842-9990** Fashion, beauty, and top-notch customer service intersect at this mini department store. Beloved lines like Pucci, Tory Burch, and Tibi occupy half of the space while floor-length eveningwear rounds out the selection.

#### insider tips

The precision tailors at **Gill's Alterations** (3400 Around Lenox Dr. NE, Ste. 301, 404-261-8157) will hem jeans (starting at a modest \$14) within the hour, while you shop.

#### PELLA

**3400 Around Lenox Dr. NE, Ste. 206, 404-266-2630** Leather banquettes split this accessories-heavy store in two, with one side devoted to shoes from Cydwoq, Dolce Vita, and more, and the other to gorgeous handbags and a few racks of on-trend clothing.

#### AMERICAN APPAREL

**3400 Around Lenox Rd. NE, Stes. 207-212, 404-812-0010** Groovy '70s L.A. style is alive at this hip chain, a terrific resource for rainbow-bright tees, bodysuits, tanks, and other staples.

#### BLUE GENES

**3400 Around Lenox Dr. NE, Ste. 214, 404-231-3400** This long-standing clothing emporium recently narrowed its offerings and returned to its roots as the town's most comprehensive denim supplier, stocked with J Brand, 1921, Hello Skinny, and more.

## the lowdown...

### hot item

Gwinnett-based designer Zoica Matei's **organic cotton tunics** (\$85 to \$98) are sexy, tailored renderings of the classic men's oxford, embellished with French cuffs, detailed antique-ish piping, and waist-defining sashes.

"ANAIIS" TUNIC, \$98, ZOICAMATEI.COM



### new website

**Tclothing.com**, the much-awaited online arm of the popular Duluth boutique T. (9700 Medlock Bridge Rd., 678-957-1292), carries the same brilliant mix of labels, like Prps, Mint Jodi Arnold, and Graham & Spencer.

## local breaks

Mention *Lucky* to redeem these offers, good through June.

### Addiction

The warren of rooms inside this clapboard cottage showcases owner Nikki Salk's trailblazing style. Our picks: bandeau bikinis from Garnilla & Marc, Brian Royes silk dresses, and more. Save statewide. **414 E. Paces Ferry Rd., 678-927-9383**

KAREN ZAMBO'S "PILFER" JUMPER REGULAR PRICE \$240 LOCAL BREAKS PRICE \$192

save 20%



### Skin IQ Medspa

Owner Lidia Victor-Retenette's by-appointment Buckhead oasis has gained a following for meticulous facials, which include microdermabrasion for the face and neck. Mention *Lucky* when booking your slot to save on all services (excludes injectables). **110 E. Andrews Dr. NW, Ste. 210, 404-233-0036**

save 20%

### Bloom

3.1 Phillip Lim dresses, breezy cover-ups by Bennett Malibu, and Alexander Wang T-shirts are just a few of our favorites at this endlessly cool Alpharetta spot. The discount applies to your entire purchase. **3005 Old Alabama Rd., 678-297-9755**

save 20%



RODDE OF PARLOW 1988 NECKLACE REGULAR PRICE \$255 LOCAL BREAKS PRICE \$204

ILLUSTRATIONS: AMY GADEAN/WWW.ARTCOUNSELING.COM; STYLING: LUCKY DIGITAL STUDIO

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# Glitzkreig!

A pair of buzzy fashion designers, a chic new Buckhead boutique, and two clever store concepts descend on Atlanta this spring

| By Amy Flurry |



Zac Posen and fashion icon in line  
Z Spoke line at Saks Fifth Avenue.

## Zac Posen

Rare has been the photo of Zac Posen without a celeb (A-listers please!) on his arm. They often shimmy into his frocks as well. Katy Perry, Demi Moore, Megan Fox and Claire Danes have all recently been snapped wearing his label. This designer *wunderkind* has practically been raised on the red carpet, his success spoon-fed by important editors and socialites. But Posen's remarkable ascent and recession-blind stickers (gorgeous gowns for \$10,000-plus) were more evocative of a bygone fashion era. This month he joins fellow young designers, including Thakoon Panichgul, Richard Chai and Doo-Ri Chung, in launching a more attainable line. Posen's diffusion line "Z Spoke" debuts exclusively at **Saks Fifth Avenue**, and Posen, himself, will pop into town to present it at Saks on **March 3, 6PM**. Reporting to *WWD*, Posen said, "It's not Zac-for-less, it's not the little sister collection at all. This is about a new identity and the keyword is sportswear," adding that he could see these styles on a Lower East Side girl. Strong on separates and on color and prints, we like the easy-to-layer pieces almost as much as we like the price, which starts at a jaw dropping \$78!



## Rachel Roy

Before her 2010 fall show at New York Fashion Week, Roy took a break to talk about fashion risks and her beauty beat. Roy will introduce her core collection at the Children's Healthcare of Atlanta luncheon at **Neiman Marcus** on **April 14** and at a runway presentation of her new "signature" line on **April 15**, both open to the public.

**Any style icons?** *Vogue* editor Lauren Santo Domingo because she combines disparate things in a way that look so effortless. And Amy Fine Collins takes beautiful, classic Ralph Rucci pieces and wears them to the nines. Then, of course, there's Coco Chanel for her modern views on how to dress a woman at a time of the corset and skirt. **How do you strive to make it easy for women to get dressed?** It's important for American women to take chances with prints and color. I do a lot of mixed-print dresses and odd color combinations. This gives classic pieces an edge. Michelle Obama, whom I'm thrilled to say wears the line, does this well. **Spring all-stars?** Definitely the air tweed blazer, so light that it serves more as a cardigan. And I'm really feeling the men's blouse. A woman wearing a men's silhouette, but one cut to her body and maybe with one extra button opened, is so sexy. **Your beauty arsenal?** Bobbi Brown liner and shadows to get my smoky eye, Estee Lauder's TurboLash, and everyone comments on my scent, which is Chanel No. 5, but the body lotion. It stays on longer.



A look from  
Rachel Roy's  
Spring 2010  
Collection.

Owner Emily Dees Boulden at Swank.



## Swank

With a facelift in the forecast and a café on the way, The Shops Around Lenox is shaping up to become one of Atlanta's premier park-and-shop destinations. Building on an impressive retail roster that already includes fab'rik, Ligne Roset, Rhinoceros, Tootsies, American Apparel and Bill Hallman Studio, **Emily Dees Boulden** opens a second location to her Birmingham-based Swank boutique. A former buyer for Saks Incorporated, Boulden—newly wed and a new resident to Buckhead—will plug in her already successful formula of carefully edited labels like Rozae Nichols, House of Harlow, Black Halo, Vivienne Tam and Barbara Bui with a sprinkling of smaller local designers. Think "edgy, yet impeccably stylish finds," says Boulden. **3400 Around Lenox Dr., 404.231.4114, swankatlanta.com.**

Python heel by  
Barbara Bui  
at Swank.



### THIS JUST IN!

Neiman Marcus' hip, shop-within-a-shop concept, **Cusp**, arrives at its Lenox location in March. The freestanding specialty boutique, known for experimenting with new and emerging fashion ideas and names, is aimed at a younger shopper with collections organized by trend rather than by designer. Key lines for spring: Kite and Butterfly, Parker, and Beyond Vintage....And bargain hunters rejoice! Nordstrom's much-loved, off-price retail store, **Nordstrom Rack**, opens at Buckhead Station shopping center this spring.