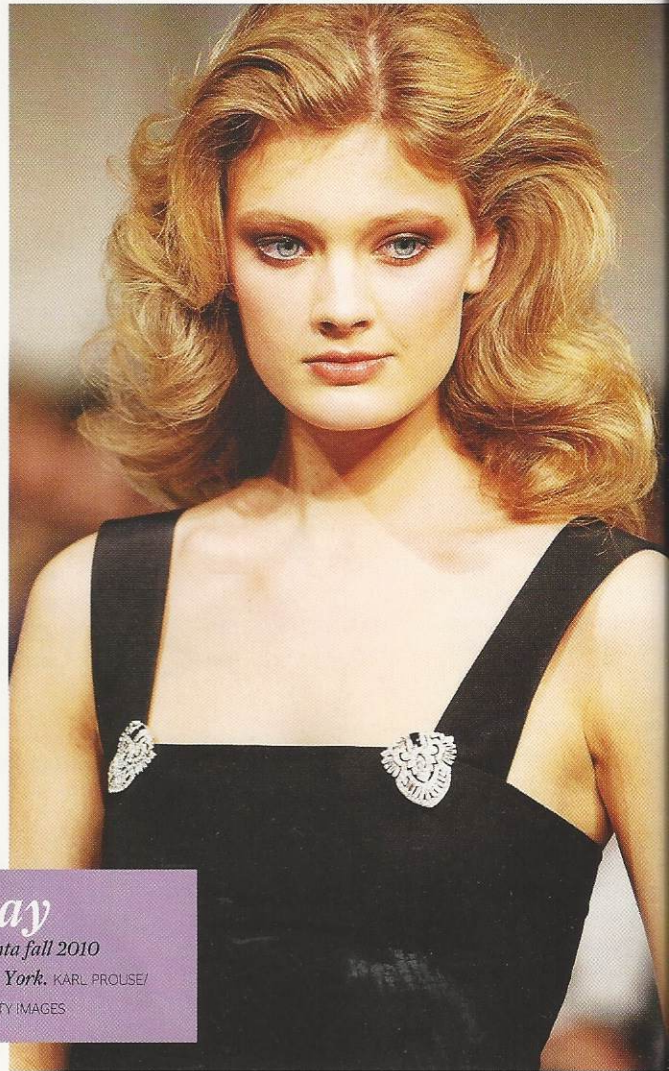


runway to red carpet to retail

stuck on you

THIS SEASON, designers are brooch-ing the topic of pins, large and small. The most popular looks evoke the feeling of retro-style shoe and hair clips (both geometric and sophisticated swirl, floral and bow motifs). On the runways, pins dressed up necklines, hats and scarves, and were also worn in multiples or fastened to the sides and pockets of dresses. On the red carpet, they were shown in the hair to create a '40s wave or to elegantly hold upswept styles into place. When showing them to your customers, teach them how to wear them in non-traditional ways, such as two or three of different sizes on the shoulder of a cardigan, at the waist of a sheath dress, clasped to a strand of pearls, on the bottom pocket of a tailored suit jacket, or to add sparkle to a scarf.

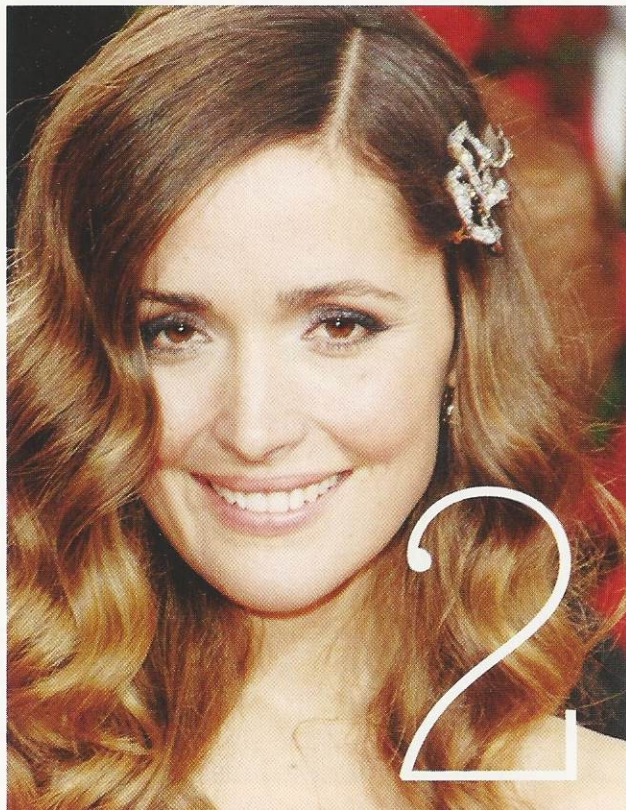
— STORY BY BETH BERNSTEIN



1

runway

Oscar de la Renta fall 2010 collection, New York. KARL PROUSE/CATWALKING/GETTY IMAGES



2

red carpet

Rose Byrne with a Neil Lane brooch in her hair at the 67th annual Golden Globe Awards in Los Angeles. CELEBRITY PHOTO INC.



3

retail

Pair of emerald and diamond dress clips by Yard, from Siegelson.