



Jet to Jovovich-Hawk

A quick jet to New York during fashion week brought us into the posh Gramercy Park Hotel and into a dreamland of seeing Milla Jovovich and Carmen Hawk and their fall 2007 presentation. Not only were we mesmerized by the beauty and opulence of the chic space, but the new collection by Jovovich-Hawk beckoned our inner vintage soul. As props such as an aged basin, old-fashioned spectacles, or even the music "At Last," the overall vibe was antique with an edge.

As guests sipped on champagne, and the bubbly was indeed flowing for all revelers, we mingled with fashion royalty including Voguers Hamish Bowles and Meredith Melling Burke and models who acted the part. Playing with the props and bringing the past to life, even magazine heiress Lydia Hearst posed for photogs with an antique camera.

Jovovich-Hawk, established in 2003, is intended for all ages and sizes with even using Jovovich's mother as a size model. Inspired by strength with a feminine edge, we'll be seeing their names in fashion for years to come. Encompassing a belief of "feel good, look great, feel bad, look great," the friends for over ten years have shared the view that clothes must be wearable, they have to be comfortable and they need not make a spectacle of the wearer. They design real clothes which are relevant, independent, elegant and romantic for real women.

www.jovovich-hawk.com

-Vicki Salemi and Melissa Maynard



Carmen Hawk and Milla Jovovich



Lydia Hearst

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