

Designer Dossier

Fashion today is all about a high/low mix, which is why so many designers (and celebs) are teaming up with well-known retailers to create diffusion lines all their own. *by Rachel Bowie*



KATE MOSS
for Topshop



ANNA SUI
for Target



CHARLOTTE RONSON
for JC Penney



MILEY CYRUS AND MAX AZRIA
for Walmart



MATTHEW WILLIAMSON
for H&M



Supermodel Moss first partnered with the British store in 2007.

Combines boho chic with a rocker edge.

Twin sister of DJ Samantha, Ronson has been designing clothes for almost a decade.

*Cyrus: Recording artist and Hannah Montana star
Azria: Designer and CEO of BCBG Max Azria Group*

Brit known for elegant, colorful creations inspired by his world travels

Amanda Bynes, Cameron Diaz, Selma Blair

Paris Hilton, Nicole Richie, Liv Tyler, Lindsay Lohan

Mischa Barton, Joy Bryant, Lindsay Lohan, Blake Lively

Malia and Sasha Obama, Kate Bosworth, Halle Berry

Sienna Miller, Keira Knightley, Kate Hudson

Vintage finds from around the world with cutting-edge looks

Draws inspiration from Gossip Girl—Upper East Side style, Downtown vibe.

I Heart Ronson mixes modern femininity with a vintage aesthetic.

Influenced by Cyrus' rock 'n' roll roots

Contemporary and playful. (Also marks his menswear debut.)

The dress: myriad options that transition from day to night

Seasonal staples (Sui-style): seersucker satin ruffle-front button-down shirt, silk crepe de chine cap-sleeve striped dress

Floral dresses, striped rompers, vintage tees for mixing and matching.

A range of tops, graphic tees and pants

Women: Dresses, tops, jumpsuits for women. Men: Tie-dye sweaters. Pieces with his signature peacock print

Yes. Scarves, bags, belts

No

No

Yes—shoes, too

Yes. Bags, sunglasses, jewelry—even wallets

\$36–\$560

\$19.99–\$149.99

\$15–\$65

Every piece is less than \$20

\$25–\$349 (all goes fast)



Topshop helped Jonathan Saunders. Celia Birtwell designed a collection in 2006.

Isaac Mizrahi (2003–2008), Proenza Schouler (2007) and Alexander McQueen (2009)

JC Penney partnered with Halston in 1982. Also Nicole Miller (2005–present) and Kimora Lee Simmons (2008–present)

This year, Taylor Swift partnered with L.e.i. for Walmart. Also Russell Simmons (2009), Norma Kamali (2008–present) and Mary-Kate and Ashley Olsen (2001–present)

Comme des Garçons (2008), Madonna (2007), Stella McCartney (2005) and Karl Lagerfeld (2004)

Gisele Bündchen: Based on her latest footwear collection, she's already dabbling in design.

Zac Posen: Did a collection for Target Australia—we want more!

Lindsay Lohan: Her leggings collection, 6126, was a hit.

The Jonas Brothers: Jonas line debuts this fall at the store as part of its Disney franchise (not a Walmart exclusive).

Already set: Jimmy Choo debuts a shoe and bag line in November. Next? Perhaps Katie Holmes and her world-class appeal



I Heart Ronson Ruffle Dress