

# 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