

HAUTE LIVING

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Haute Fashion: Miami's Julian Chang Opens Miami Fashion Week 2011



“Style is not based on brand names, labels or latest season’s must have, style is within yourself. My collections will bring you an effortless look that is outlined with your own style by mixing timeless, comfortable pieces that will always be relevant to your wardrobe. Miami’s lifestyle is my inspiration, so I mix glamour with sexiness and confidence.” These are the words of Miami’s own fashion designer **Julian Chang**.

Julian Chang was born in Lima, Peru raised in a multicultural environment with Latin-Chinese heritage. At the age of 17, he moved to Miami where he attended Miami International University of Art & Design. Shortly afterwards he created a small evening collection under his own label “Julian Chang” and his designs were on their way to the wardrobes of Miami’s Elite. He opened his first showroom on Miami’s Upper East Side on 2003, and followed in Miami Beach and South Miami soon afterwards. He launched his contemporary women’s collection in 2008, selling now to more than 2,000 boutiques across the globe (www.julianchang.com).

Julian’s talent and notoriety has made him a household name in South Florida and around the world. This has given him the prestigious opportunity to open the shows of Miami Fashion Week numerous times. Many might say, “What will Miami Fashion Week be without Julian Chang?” This year Chang unveiled his Autumn/Winter 2011 collection as well as his newly launched ready-to-wear line on March 3, 2011 at the Miami Beach Convention Center. The couture line consisted of an Asia-meets-Miami theme. Models walked down the catwalk in flamenco style dresses, couture, ruffled blouses, knee-high boots, and well designed high-waisted knee length skirts. His r-t-w line, which made its Fashion Week debut, resembled a woman who loves to play with fashion but still understands that she lives in a warm, tropical climate. Silk, rayon, and cotton floral blouses, paired with over-sized floppy hats, skirts, sundresses, strapless long, flowey dresses, silk jumpsuits, and tunics. Chang used a lot of purple, gold, black, and navy blue for this collection. Chang’s ready-to-wear line is sold in over 1,200 stores nationwide and more than 200 boutiques in the United States.

It is always a pleasure to see the creations of Julian Chang each year at Miami Fashion Week. His designs remind us why we live in Miami. For more information on Chang, visit www.julianchang.com or visit the boutique at 7416 Biscayne Blvd., Miami.

For fashion, styling, and tips on where to shop, contact style expert Eric Christian at eric@styleconciergemiami.com and visit the website at www.styleconciergemiami.com.

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