

# THE BUZZ

## Summer Essentials

BY MEREDITH MULLIGAN



Violet New York City Manhattanite clutch in Purple Glam.

**Her Majesty** New York native Christina Freudenthal does not follow the rules in the world of design. Rather than dusting up her Manolos at the Fashion Institute of Technology or Parsons School of Design, this guru relied on her own desires when creating her new accessories collection, **Violet New York City**. Produced in Manhattan and bearing names such as Spotlight, VIP and Manhattanite, each of these versatile clutches evokes a sense of style and glam true to the city's fashion-centric culture. And honoring its namesake, each Violet NYC clutch is lined in violet- or lilac-hued bengaline and made of the supplest Italian leathers. Available at Simons & Green, South Miami, or on-line at violetnewyorkcity.com, \$330 to \$355.

## Hidden Treasures

Ali Kay and Anne des Barres have settled in Malibu, California, far from the hustle and bustle of New York City. Here, the laid-back, beach-chic lifestyle inspired these budding designers—both of whom count Diane von Furstenberg as their style ambassador and the icon who encouraged them to design—to launch **Keep Me**, a casual loungewear collection. With their keen sense of fashion and business know-how, these girls keep Keep Me casual and fashion-forward with soft, luxurious bra-and-panty sets, jumpers, tanks, T's and nighties. For us beach-bunny fashionistas, Kay recommends the Bella top: Its cropped front and long back looks stylish paired with a bikini, boy shorts or lounge pants. Available at Nordstrom, Coral Gables, \$88.



Keep Me Bella top and Trish bottoms.

## Shades of Fury

The contemporary ready-to-wear optical company **VidiVici Occhiali** has come to America. With its attention to the design, production and distribution of luxury sunglasses and eyeglasses, this Italian-based conglomerate now introduces a new wave of fashion-forward shades. Among our favorites—VidiVici offers five different eyewear lines in the U.S.—are Belstaff and Momo Design. Each of these lines incorporates materials such as steel and carbon and imbues them with a modern edge. Select styles available at Edward Beiner, Aventura, \$300 to \$600.



VidiVici Occhiali Momo Design sunglasses.



André Balazs (above) and his Sunset Beach Rosé (left).

## Blushing Vines

Leave it to hotelier André Balazs to turn his passion for sipping rosé into a business collaboration with long-time friend and winemaker Christian Wölfer. Their **Sunset Beach Rosé** is a light, refreshing blend of hand-harvested grapes grown throughout vineyards in Sagaponack, New York. With hints of peach, pear and gooseberry, the wine is alive with fresh apple and melon notes—a perfect complement to a light summer meal or a day spent poolside. Available at The Raleigh and The Standard, Miami Beach.

## Brush 'Em, Brush 'Em

Your search for the perfect toothpaste is over. **Elgydium**, the most popular toothpaste in France, has arrived in the U.S. with a selection of Whitening and Anti-Cavity toothpastes, toothbrushes and Refreshing Mouthwash. A favorite among celebrities and socialites—who have been known to jet to France to stock up on Elgydium products—this cavity buster and whitening enhancer comes packaged in chic apothecary-style aluminum tubes, a sleek choice for those with superior taste. No need to travel abroad for this foreign import, though, as the product line is now available at Rx Pharmacy, Miami, \$9 to \$10.

Elgydium toothpastes and toothbrushes.

