



FASHION SCHMASHION

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COSTELLO TAGLIAPIETRA GET DRESSY

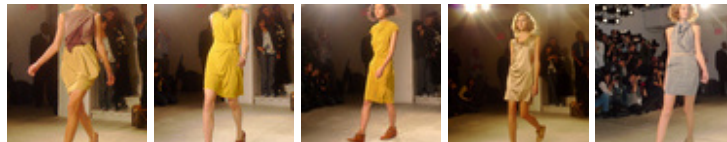
BY JULIA FRAKES

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Fashion's favorite flanneled design duo **Jeffrey Costello and Robert Tagliapietra** returned to their roots this Spring 2010, presenting a collection entirely composed of their celebrated and sought-after dresses. In pure and paradigmatic Costello form, the heart of the line hinged on regal drapes, structural folds, and exuberant hues. They kept the spirit fresh (with slickly understated **Swarovski** details), green (by utilizing an Earth-conscious method of printing fabrics without wasting water in collaboration with AirDye), and

attainable (the two shoe styles **June and Lula** created in partnership with **Loeffler Randall** are available for pre-order). The boys intently focused on the entirety of each frock -- rendering it just as compelling to study the models' garments as they approached as from behind -- and marking a delicate balance both in silhouette and frills, played up by prints forged by manipulating Jeffrey's digital lake and sunset photographs snapped around Brooklyn. Highlights of the well-edited 22 looks unveiled at **Milk Studios** included a freshly-flaxen **Ali Stephens'** tricolor moss/acid AirDye taffeta draped one-shoulder dress with satin organza embroidery and **Pernille Moeller's** periwinkle AirDye lake print taffeta dress crowned by delicate origami jabot.

A donation of the proceeds on all Loeffler Randall/Costello Tagliapietra collaboration shoes pre-ordered before 10/01/09 for late-October delivery will go to **Living India**, a non-profit organization aimed at educating the people of India about HIV/AIDS via multi-faith and government coalitions: www.loefflerrandall.com.

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