



See the BCBG Collection Our Next Two Covergirls Will Be Wearing

Marie Spada May 8, 2015

The Art of BCBG Chic

Spring 2015 Collection: Deconstructed

Written By: Marie Spada

Photography Provided By: BCBGMAXAZRIA

You've seen their looks featured everywhere from upscale restaurants to the Red Carpet. After spending a few hours at the BCBG located at Fashion Island in Newport Beach, it is clear why fashionistas and celebrities alike flock to the popular brand. Upon entering the store, you immediately have the sense that spring is, in fact, here. The bright colors mixed with fresh whites give an airy vibe filled with pieces perfect for spring that will seamlessly transfer into your summer wardrobe. If you are looking to add pieces to your closet at home that will liven up your look with a trendy yet sophisticated feel, then look no further. As the only BCBG in Orange County that carries the pieces straight off of the runway, the Fashion Island location is the best stop for the hottest, freshest looks year-round. With help from the friendly and lively staff, we put together looks that perfectly

capture the Newport shopper from each style of their Spring Collection. In their collection they feature four key trends: Florals and Stripes, Brushstroke Print, Black and White Lace, and Color-Block. While each of these styles are unique on their own, together they are part of a bigger overarching theme, aptly named “Artsy Street.” This collection is the perfect marriage of intricate, trendsetting styles and revamped classics.

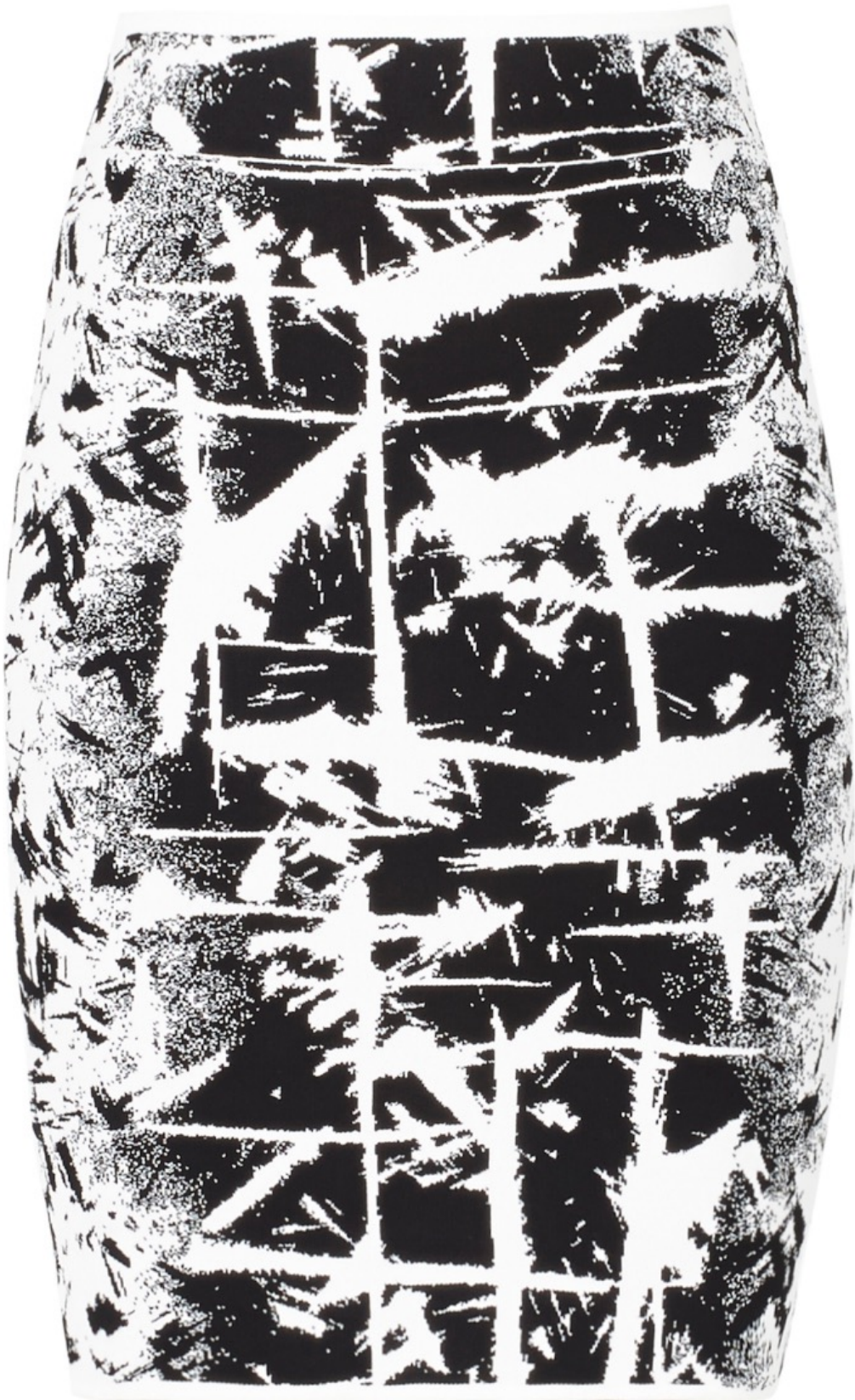


This first look is part of their Florals and Stripes trend, which boasts bright colors and beautifully contrasts with their black staple pieces. Initially, florals and stripes together sounds a bit messy, but BCBG does an excellent job weaving the two opposing patterns together in a fluid fashion that complements one another flawlessly.



The outfit above expertly puts together the ever-popular crop top (Nyella, \$178) over a fluid maxi dress (Mckayla, \$268) with an asymmetrical hem. The contrast of textures between the soft silk and leather manages to make the outfit its own, without being too contrived. The clutch (Deven, \$248) featured with this outfit pulls all of the colors together without taking anything away from the dress. The icing on this outfit's cake of leather detailing is the strappy leather heels (Ledder, \$395). A perfect day-to-night ensemble, this outfit is sure to turn heads for 24 hours.

The second look features their Brushstroke pattern. By taking inspiration directly from an artist's paintbrush, these pieces transform into the picture perfect canvas for high fashion. This collection couples hard lines with what appears to be playful whisks straight off of a paint palette playfully mimicking art into their fashion.



close group



close group

close row

This outfit speaks directly to that idea of hard lines with free brush strokes. The top (Arianah, \$248), with its symmetrical and strategically placed cutouts, pulls the look together of the simultaneously free spirited and structured skirt (Pavel, \$198). The clutch (Kelly, \$108) follows suit of the top by providing a more structured complement to the abstract pattern of the skirt. Throw on a pair of stylish shades (\$99), and you have yourself the perfect spring look for happy hour with the girls at Gulfstream.

Do black and white ever go out of style? Has there ever been a time when this classic color combination was not a go-to? BCBG has taken this fashion staple and managed to make it its own (do they ever not?), by adding the feminine and timeless details of lace.



A structured jacket (Jayson, \$348) never goes out of style, and can be dressed up with a pencil skirt accompanied by a lacy floral jacquard (Sascha, \$228). Make it more casual with a great pair of light wash denim and stylish sandals or wedges. Unzip it for an edgier moto look, and watch it transform itself. Investing in a solid white jacket will take your wardrobe a long way, and add a fun twist to almost any outfit. Bonus points for it being in a color that goes with just about anything! With this look, it is paired a stunning pair of embellished heels (Limbo, \$275), which helps this outfit go from the office to happy hour.

The last look pulled showcases the Color-Block trend. Color-blocking was first made popular in the 1960's, with mod-fashion being the hottest trend. Still popular today, color-blocking has taken a modern twist while still maintaining the integrity of the original designs. Seen frequently in dresses for Spring 2015, these dynamic pieces offered by BCBG capture the trend perfectly, and add a shot of energy to this already exciting collection.



This dress (Cally, \$248) takes bold colors and cools them down with neutrals, allowing for all of them to fit together into one fashionable puzzle. Tying the cuffs of the sheer sleeves together with the neckline and shoes (Ricky, \$250) frames this outfit perfectly. The clutch (Kerri, \$178) is the exclamation point to end this story by providing a pop of metallic that adds an excellent finishing touch to this look. The styling team at BCBG Fashion Island put together outfits based on popular looks of the Newport Beach shopper, and they did so with gusto. It was also exciting to learn that of both the BCBG boutiques and shops within department stores, this is the only location in which one can find their Runway pieces. As a bonus, I was able to capture a few photos that showcase the pieces recently worn by Michelle Obama, Olivia Palermo, and Heidi Klum to name a few.



BCBG prides themselves on their ability to always remain at the forefront of fashion and provide their target market with her own unique sense of style. Their clothes are easily identifiable due to their steadfast commitment to excellence in design, color selection, and trademark silhouettes. They explain their target customer in four categories: The Connoisseur, The Visionary, The Socialite, and The Urban Rocker. BCBG at Fashion Island identifies The Connoisseur and The Socialite as their main clientele. The Connoisseur is both an elegant and cosmopolitan woman with a very particular and established sense of style, ranging from relaxed to classic and chic. The Socialite is part of the elite, and always up to date on the hottest trends and must-have looks. Both groups of women have a well-established identity and confidence in their own looks.

This spring, the hottest trends include the crop top, pencil skirts, high waisted pants, and cropped jackets. The most popular colors are bright yellows, oranges, soft aquas, and creams to cool down these spicy hues. All of these trends are readily available at BCBG Fashion Island and represented in their spring collection, so there are plenty of fantastic pieces from which to choose! To shop these Spring and Runway collections, call BCBG at Fashion Island directly at 949-644-4798 and set up an appointment, or just pop in and work with their friendly, helpful sales associates.

BCBG Max Azria Fashion Island
241 Newport Center Drive
Newport Beach, CA 92660
949.644.4798
www.bcbg.com