

NEW ROMANTICS

The birth of a new fashion house is, as a rule, all about serendipity—in this regard, though in no other, **FORM conforms**. Founder Jerry Tam (Imitation of Christ, Perry Ellis and Zac Posen) oversaw the group's A-list assembly via chance encounters in the fall of 2005. Subsequent to enlisting designer Kelly Andrews (Helmut Lang) and Director of Operations Eric Werner, Tam recruited stylist Jamie Rosenthal (Donna Karan/Anna Sui), and design assistant and Parsons grad Mignonne Gavigan. FORM's coming-out, a Spring/Summer 2006 in-studio presentation, debuted an organic, forward-thinking line and drew industry heavies like Julie Gilhart of Barneys and Vogue's Grace Coddington. Upon signing with Kelly Cutrone's boutique fashion PR house, People's Revolution, FORM unveiled their Fall collection to a packed Angel Orensanz Theater in New York. A sweltering day in June offered the fashion industry an unusual, welcome distraction from the heat when FORM orchestrated a carnivalesque Pre-Spring fashion show

CLAYTON JAMES CUBITT: IMAGE
KATIE WEDLUND: GROOMING



in all white. Complete with white cotton candy, white vodka-infused sorbet and a dancing polar bear, the decadent spectacle accented FORM's signature curvy patterns and accessories. Transitioning into their Spring 2007 collection, the group is planning the launch of Form Fundamentals, an accessible line of bamboo t-shirts retailing at Fred Segal, Creatures of Comfort in Montreal and Eva in NYC. Plans for both an accessories line and a fragrance are in the works. Looking ahead to Fashion Week, expect another eye-catching display when FORM introduces their "environmental, new-romantic" collection, rendered in a muted, fleshy palette. **NINA STOTLER**

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