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Fashion Feature

Monday, January 29, 2007

Make Way for the New Garde Seriously, who needs a runway?

This Friday Gen Art presents the fall 2007 collections of three emerging designers in a theatrical non-traditional presentation. Here's a sneak preview of their groundbreaking labels and info on where to grab their goods.

CHRISHABANA (who we raved about on *Pulse* [back in October](#)) is a tongue-in-cheek line of womenswear by Brooklyn designer, **Chris Habana**. The self-proclaimed "craftlete" turned his love for clothing and jewelry design into a bold collection of feminine silhouettes juxtaposed with brash and irreverent prints of his own design. Inspired by everything from cult-cinema to phallic imagery, **CHRISHABANA** can be found at **TG-170** (212-995-8660) and **Dernier Cri** (212-242-6061) in New York, as well as **Apartment 3** (323-939-3853) and **Satine** (323-655-2142) in L.A.

FORM is a New York-based design collective made up of **Jerry Tam, Kelly Andrews** and **Eric Werner**. Drawing on their diverse experiences at **Perry Ellis, Zac Posen** and **Helmut Lang**, they merged to create a chic and structural approach to luxury for the modern woman. Performance fabrics and layered armor-detail allow the wearer to withstand the battle against the environment. **FORM** can be found at **Eva** (212-925-3208) in New York, as well as **Curve** (310-360-8008) and other high-end boutiques in L.A.

L.A.-based designer **Geran Ford** sees life as cinema and casts her customer as the lead actress; a cosmopolitan girl who may be sitting at her desk one moment and jetting off to Paris or the beaches of South America in the next. Boasting simple cuts and quality tailoring, each garment aims to capture a certain emotion and translates seamlessly into any environment. From cocktail dresses to underwear, the line is made with the finest fabrics and incredible attention to detail. **Geran Ford** is sold at **Barneys** (888-222-7639), **Neiman Marcus** (888-888-4757) and luxury boutiques coast to coast. Be sure to check out the videos in her installation; good friend **Olivier "Twist" Gondry**, who has directed music videos for bands like the **Vines** and **Ok Go**, helped her out.

If you're in the New York-area [buy tickets](#) and check out these collections live, while enjoying some tasty cocktails.

-Kristen Amato