

## Form A Line To the Throne

Just follow Eric, Jamie, and Jerry

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**(NEW YORK)** After this season's Trovata show, **Julie Gilhart** told *The Daily*, "it's all about collectives and community and fashion tribes these days, not just one designer."

Witness the latest style crew searching for fashion glory, a threesome called Form. Starring designer **Jerry Tam**, stylist **Jamie Rosenthal** (who *The Daily* discovered last year designing her own line), and a multitasking **Eric Werner**, the trio staged their first fashion show with a big sponsor—Jive Records, who helped them book The Living Things for a post-show concert.

*The Daily* grabbed Jamie and Eric to get the scoop on their big, happy family.

### So there are three of you—what are your jobs within the group?

**ERIC:** What I do is all of the fabrics, choosing them, ordering them, finding them. I do all the operational tasks, too—budgeting, buying, meeting with the sales staff at different stores, and also the look and the feel of the face of the company. There's a lot we all do together, but...

**JAMIE:** Eric holds down the fort! I work directly with Jerry, our head technical designer. We work on the silhouette of the season, the storyboard and inspiration. I was a stylist for a long time, so I have a good eye for fit and technical design, but I learn from Jerry every day.

**ERIC:** But when we come to the design table, we all have our own ideas and go for one cause; we all have the same kind of mentality.

### And how did you meet?

**JAMIE:** We all met by fate, it was like a *Six Degrees of Separation* thing where we basically ran into each other on the street. But it all seems to be jiving now.

### On the street? No way!

**ERIC:** Literally, through friends of friends, we all ended up together on the street, with the same idea. And then after we met, we all went to Paris together, within the first week of meeting!

**JAMIE:** We were surrounded by all these fabrics and we had to make decisions very quickly. When we came back and started going through it, we knew something important and good was happening.

**This season, what is happening?**

**JAMIE:** This season, the fabrics are a huge part of the collection, because the lines are beautiful and everything is gorgeous. From Japan and Italy, we got boiled wools, handmade wools; we have lots of different textures but our silhouette is very sleek and urban so it looks more luxe rather than crunchy. Our show was sponsored by Swarovski and we wanted to really use those diamonds and celebrate that brand as well.

**And how did you get The Living Things to play at your show?**

**JAMIE:** They're very good friends of mine and they love fashion; those boys are just amazingly dressed anyway.

**ERIC:** We believe in music and fashion coming together, and we wanted that European element of music and fashion together in like a rock kind of way. It's very Europe.

**Do you feel like you're getting stuck with a stigma? Like, design collectives—no names, but—three or four people coming together to do a collection...**

**ERIC:** They're weird and crazy and they fight all the time and...um...experiment.

**And all sleep in the same bed?!**

**JAMIE:** Yes!

**ERIC:** Whoa, NO! That is so not us. Okay, in all honesty, we all hang out. We're not separated from work and fun. We always get along and we're all very close with each other. We spend the hours here every day and every night. We managed to do it, because we're really honest with each other. We've had our struggles but we've dealt with them.

**JAMIE:** Yeah, no. Having three of us working together, fun! We don't want to be avant-garde, or inaccessible.

**ERIC:** And as for the comparisons, we don't really concentrate on other people. We'll do our thing until our thing is done, like anyone else in life. We're different—we're Form.

**The  
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# FASHION

**What does that mean, “we’re Form”?**

**ERIC:** The idea came from a collaboration, thinking in that sense. So it's a formulation of us, and also the woman's form.

FARAN KRENTCIL