

## Chicago Fashion Week, Part 1

By Molly Each on Thursday, October 9th, 2008

Okay, so we're not New York, Paris, Milan or even LA. But Chicago does have a killer style scene with a crop of up-and-coming designers who could easily go toe-to-toe with their coastal counterparts. These burgeoning neophytes, as well as the city's treasured vets, finally take center stage during [Fashion Focus Chicago](#), our midwestern version of Fashion Week. Sponsored by the City of Chicago (thanks, Mayor Daley!) the event-filled week features shopping tours, industry seminars, fashion installations and a series of runway shows designed to showcase all design aesthetics, from avant-garde to eco-friendly.

As a true style-phile (and someone who dreams of sitting front row at New York Fashion Week), and a member of the press, I'm an (overly) active Fashion Focus participant, taking my seat along the runway for every single show (thank you, press pass!). My mission is clear: to bring Chicago talent to the masses (aka, Store Adore blog readers), and help you scoop up these utterly chic looks for your own wardrobes. After all—what's cooler than saying you were wearing a designer before she got big?

The premiere event of FF Chicago is the [Gen Art Fresh Faces](#) show (which is why it gets it's own post). Credited with helping to discover Zac Posen and Rebecca Taylor, Gen Art has a history of identifying designer gems. It was no different at it's Chicago installation this year, where Gen Art showcased some of Chicago's most buzzed-about young talent. Here are some of the highlights.

First up: [Sophia Reyes](#). Her looks are perfect for the feminine yet unfussy girl; the kind who wants to throw on a comfortable dress before she dashes out the door (and lookas good at the girl who spent hours in front of the mirror).



Find her easy, breezy women's dresses at [Tangerine](#) and [Gray](#), where's she's both stores' "Designer Spotlight" for the month of October.