

Life, etc.

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CLASSIFIED
Need a sofa or a dining room set? Check the furniture for sale. **Inside**

STYLIN' JENNIFER BRINGLE
KEEPS UP WITH THE TRIANGLE'S
EVOLVING FASHION AND TRENDS.

Southern Frock is beachy fashion

Amelia Rogers and Emily Newnam had a dream. The best friends, who share a love for fashion and the North Carolina coast, yearned to combine their two passions into a business.

A year ago, they made the leap and created Southern Frock, a line of flirty, beachy knit dresses. "We both have a good eye for fashion, and we influence each other with the designs," says Newnam, a Meredith grad who handles most of the line's design duties.

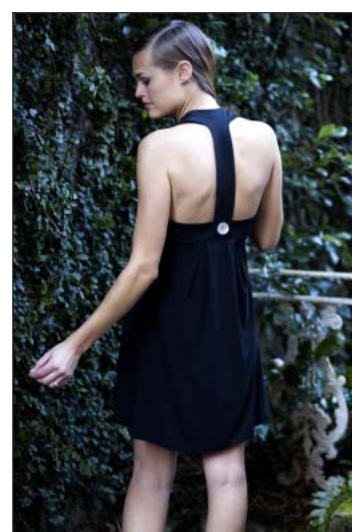
"We thought, 'We need to do it now while we're young,' and we took a leap of faith, and it's really worked out for us."

The line started out with just online sales (www.southernfrock.com) and trunk shows, but local boutiques Scout & Molly's and Uniquities recently started carrying the collection.

The looks, ideal for an afternoon picnic or evening cocktails with the girls, reflect Newnam's and Rogers' coastal aesthetic.

"I grew up going down to Morehead City and Atlantic

SEE STYLIN', PAGE 2D



Southern Frock's T-back dress is its most popular.
COURTESY OF DIANA DEEVERS

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We've launched an N&O Lifestyles Facebook page and we want at least 2,000 people to "like" us by the end of the summer. And there are benefits to liking us: We've got prizes! Join our page by 5 p.m. today and you'll be entered in a random drawing to win a Livi.Lu.Lu. package with moisturizing lotion, shower gel, nail polish and lip balm. The environmentally friendly products are made in Texas by mentally and physically challenged adults.

Even better, our page offers our best images, stories and original content from the world of arts, entertainment and fashion.

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For devotees, hats do far more than shield you from summer heat

Brimming with style



JCPenney offers several versions of the classic fedora, with varied bands, in summer weights.

COURTESY OF JCPENNEY

By ADRIENNE JOHNSON MARTIN
STAFF WRITER

There are practical reasons for hats in summer: hair wet from a day at the beach, protection from the sun's bright rays.

But those who make and love hats would ask that you look beyond the functionality.

"Hats are a wonderful opportunity for self-expression," says Lore Emelio. "People who wear hats are more stylish, more self-expressed and a patron of a fine art."

A Charlotte-based designer, Emelio (www.LoreEmelio.com) made her first hat when she was 8. Now 35, she wishes everyone would wear them more often.

"People might have a bad past experience. The hat was too small or too big," she says. "That painted their perspective. But it's not that hats are not for you, it's that that wasn't the right hat."

Because choosing a hat is a personal thing, says Pablo Alvarez. Alvarez owns the Hat Lounge, a store that specializes in men's hats, with locations in Northgate Mall and Triangle Town Center mall.

"It's a feeling," he says of finding the right topper. "You meet it and you greet it."

A seasoned hat veteran can shop online, Alvarez says, but if you're new to hats, go to a store and explore.

Emelio agrees, and adds that the right hat for you depends on your hair, your face shape and, equally, your personality.

Her other tips: Hats should land about one-inch above the ear.

Make sure your vision is free and you feel comfortable.

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SHOPPING BY SHAPE

- If you have an oval face: Most hat shapes will suit your face proportions. A simple, solid-color hat may look best.
- If you have a long face: Choose a hat that has a wide brim and low crown that offsets the length of a long face.
- If you have a round face: Balance the roundness of your face with a hat that has a high crown and medium-size brim. A short crown and small brim will make your face look more round.
- If you have a heart-shaped face: Most hats will look good on a heart-shaped face. However, a medium-size brim, rather than a wide brim, will prevent your jaw line from looking too narrow.

TIPS COURTESY OF EHOW.COM

POPULAR SUMMER HATS

Bucket hat: The soft cotton hat with a downward brim.

Boater: Flat-brimmed and flat-topped, usually made of straw and often with a ribbon.

Panama: The classic straw hat, usually made in Ecuador.



The Retro Panama straw hat is hand-blocked in the USA.

COURTESY OF THE HAT LOUNGE



Target is selling a line of limited-edition toppers, including this fedora.

MCT



Pablo Alvarez's Hat Lounge sells this Stetson Panama straw.

COURTESY OF STETSON



The Ada Cap, top, made of twisted toyo straw, and the cotton-blend Summer Promenade and Summer Sun are by Charlotte's Lore Emelio.

COURTESY OF JON MULLEN

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