

smith

ALDER

Keeping you up to date on what's in store and in fashion

news

SPRING/SUMMER 2008

WHAT'S IN?

This season's colors are delectable! Shades of yellow and gold join with their complements, violets and plums, to brighten and define an otherwise gently neutral palette of soft grays and taupes. And of course, classic black and white is always wearable and flattering.

Another theme is "soft structure." We are seeing feminine shapes that skim the body gently to fit and flatter almost any shape. Your favorite designers are back with new styles, colors, and fabrics.



PETRA CLASS
exquisite 18 and 22 karat gold—beautifully executed work.

Easy care is in.

HEIDE OST, DRESS TO KILL, AND BLANQUE have all created exquisite new collections in wash and wear fabrics.

BLANQUE linen gauze from Italy is light and airy and travels like a dream. We have two collections – black, white, and red and, later, pale indigo and white – in fabulous new styles. Also, new matte crepe styles in new colors like cream, poppy and apple, to go back with black pieces you may already own. **HEIDE OST** and **DRESS TO KILL** both created wonderful groups in cotton stretch, in black and in colors. And **DRESS** also repeated her best styles in black and white and colored linens! Fun, comfortable and very chic.



OSKA



NATLOS
new to us and absolutely fabulous for you

WHAT'S HOT?

OSKA'S collections run the gamut from platinum and black linen/poly (feels fabulous, but doesn't wrinkle and you can wash it) to cottons and washable linens in yellows, pale greens and blues and bright plum to accent. An awesome group!

SUSAN KIRSCHNER has done several very beautiful collections, also in shades of gray, black and white, and pale yellow, as has **SHIRIN GUILD**. We chose the absolute cream of the crop from those two designers.

MANUELLE GUIBAL, from Paris, created a sensation last fall – we sold out within a couple of weeks!! Her delightful designs are back for spring in silk and cotton, with just a touch of linen. A remarkable line of clothing.



SUSAN KIRSCHNER



SHIRIN GUILD



OSKA



OSKA



ARCHE SHOES

the most comfortable and fashionable shoes from France

WHAT'S NEW?

SPECIAL SERVICES!

APPOINTMENTS! Call us any time to reserve a time when we can help you and only you – **408-260-7555**.

TUESDAY EVENING SPECIAL 6-9 pm
Bring in 2 friends who haven't been in before and you all receive **10% OFF** purchases that evening. Phone ahead; space limited.

THURSDAYS WITH SANDY 5-9 pm
SANDY MAHONEY will take special appointments for Thursday evenings to help you refresh your look, update your wardrobe, and receive hair and make-up tips. Bring in hard to match pieces from your wardrobe and get help from an expert!

CUSTOM TAILORING Plan ahead for weddings and other special events! **PAULA AND JESSICA ALDER** will take appointments for Monday and Tuesday afternoons, and all day Thursday and Saturday. Have a gorgeous one-of-a-kind outfit made for you – we have some of the finest designs available from

LORI BACIGALUPI (KISS OF THE WOLF), KAY CHAPMAN, AND ELLEN GEINGER.



RAY HARRIS

WHAT'S HAPPENING?



SPECIAL SPRING EVENT

An entire week of **KAREN GILBERT** and **SKIF!!! Monday, MARCH 24th through Saturday, March 29th** New and one-of-a-kind **SKIF** sweaters and **KAREN GILBERT JEWELRY** in store for six full days. You don't want to miss this!!!

MOTHER'S DAY EVENT

ONE DAY WITH PETRA GLASS **Saturday, MAY 10th from noon to 5 pm only** Don't miss some of the most beautiful 22k gold and gemstone jewelry in the world and meet the artist!



CEDIDE OLCAY



ALEXIS BITTAR

WHAT'S HOT?

ACCESSORIES are essential. Big baubles are always in! **MONIES** from Denmark creates delightfully dramatic pieces in resin, bone, and horn.

KAREN GILBERT, mixes oxidized silver, enamel, glass, and beadwork with gemstones in astonishingly beautiful work. **ALEXIS BITTAR** has expanded his luscious Lucite collection.

WHAT'S COOL?

Closet Coaching and Fashion Therapy

Is your closet full, but you still feel like you have nothing to wear? Can't find the pieces you want when you actually want to wear them? You just don't know how to put together what is currently in your closet? We Can Help!! With many years of fashion consulting experience (and Paula's experience as a therapist and coach), we will help you transform your closet from disorganized disaster to user-friendly. **Phone 408-260-7555 and ask for Jessica Alder or Paula Smith Alder, LCSW.**



SOO-LING CHAN continues to invent new creations with her **BIG BANG BEADS.**

BELTS & SCARVES continue to be big- giant buckles, narrow or wide straps, bold statements! **MAJO's** fabulous fashion chains from Italy, in pewter, bronze and resin, transform any ensemble.



OSKA

WHAT TOTALLY SIZZLES?

We carry the **HERCO** catalogue! Italian Handmade Gold- almost any chain, bracelet, or earring imaginable in **14 and 18K, yellow, white, or rose gold and platinum.** Look in the catalogue and special-order!! **20% discount from the listed price!**



On Olin Avenue, directly across from
Starbuck's & Magliano's
408.260.7555

377 Santana Row
Suite 1055
San Jose, CA 95128

Fine Clothing ■ Art ■ Jewelry

ALDER

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