

Truly Tibi

Native Georgian Amy Smilovic's designs are fresh, fashion-forward and entirely wearable. What more could a girl want?

JEZ caught up with Tibi founder Amy Smilovic while she was in Atlanta presenting her Spring 2010 collection. True to her brand's trademark "casual cool," Smilovic looked the part in a deep magenta silk top, distressed jeans and blue suede booties. She filled us in on what's new at Tibi, what she loves about Georgia and which trends to watch for this winter and spring.

JEZ: So you just got back from a lecture at your alma mater, The University of Georgia, where you earned a degree in advertising. What prompted the switch to fashion design?

Amy Smilovic: I've always had an entrepreneurial mindset. After school, I worked for Ogilvy & Mather in Atlanta. I was put on the AmEx account, and I eventually left to work for them and moved to New York, where I met my husband. In 1997, his job moved us to Hong Kong. I took the opportunity to do something new and started learning about design.

JEZ: How did growing up on the beach on St. Simons Island influence your design aesthetic?

AS: I think it's where I developed my casual attitude. The way people dress in the Northeast is very structured; then out in California, it's the opposite of that. The South is a combination of the two.



Amy Smilovic,
founder of Tibi

JEZ: Do you gear your designs toward a specific type of woman?

AS: I design for myself. The Tibi woman loves getting dressed in the morning; she loves shopping, and she dresses to get noticed. It's about having fun with it. That's what fashion is for.

JEZ: What influenced your Resort and Spring 2010 collections?

AS: The idea behind my Spring collection is "Great Expectations set in the 1990s." Lots of florals—like a garden party—but then the runway music was Guns N' Roses' "Sweet Child O' Mine." It's about that juxtaposition. The cool girl—she doesn't have an iPod full of Mozart; she's a little bit edgy. As for Resort, I used a lot of Indonesian prints.

JEZ: What trends do you like for fall and winter?

AS: Luckily, opaque tights and leggings are still in. They really free up your wardrobe. The other thing I love is layering. Mix and match. Take three things that you don't think go together, and give it a try—it just may work. Neons and brights are also really big right now. I like the idea of incorporating one really bright element into every outfit.

JEZ: What advice would you give women who want to invest in a few essentials?

AS: I always wear this little navy jacket that was my son's, until he outgrew it. (Smilovic's two boys, Gabriel and Charlie, are 6 and 9 years old, respectively.) It's a blazer from Best & Co. But I'm not someone who would say, "OK, you need to get a great white button-down, a blazer, etc." You should buy



Looks from Tibi's
Spring 2010
collection



Magnolia applique
draped jacket from
Tibi's Spring 2010
runway show.

Ruffled skirt and
top from Tibi's
Spring 2010
runway show.

what makes you happy. Even if it's impractical, be creative and make it practical. If it's a dress, try it with tights. Try tucking it into jeans and draping the excess fabric. Put your money into something you really love.

JEZ: What's next for Tibi?

AS: My big thing right now is our new jewelry line, which is launching in fall 2010. Then home décor: Last June, our home remodel was featured in *InStyle*. We now do rugs and even have a wallpaper license. —LISA HORTEN

The Shopping Chronicles

JEZ checks out what's in store at a few of our favorite fashion-minded shops in Atlanta.



Accessorized to the Max

Located in the heart of Buckhead, **Sabot** keeps its customers looking fabulous in the chicest shoes, handbags and jewelry, and now this hot shop has expanded to include clothing. Oriented toward Atlanta's stylish, sophisticated shoppers, Sabot carries a wide array of refined fashions that are versatile for all women. True, the amount of store merchandise is limited, but its style and quality are infinite. Even better is Sabot's modern layout, which makes shopping both simple and a pleasure. And the shoes? A perfect fit. 45 Irby Ave., 404.816.0077, sabotshoes.com.



Eclectic Style

If you love to shop, consider **Veronica's Attic** your stylish second home. The boutique's sociable atmosphere is akin to that of a welcoming neighborhood beauty parlor. Inventory that includes unique fashions, jewelry and hair care products is complemented by quality customer service. Serving and styling Atlantans for 17 years, Cecily Rosenberg, who always keeps the tastes and personalities of her loyal clientele in the forefront of her mind, supplies her customers with one-of-a-kind trinkets and hair products from Bumble and bumble, PHYTO, and terax®, while outfitting them in trendy fashions from 7 For All Mankind, Michael Stars and Joe's Jeans. 220 Sandy Springs Circle, Suite 181, 404.257.1409, veronicasattic.com.



Whimsical in Nature

From the flower-patterned windows to colorful interior decor, candy-sweet **Razzle Dazzle** is a vibrant, delightful boutique located in the Irby Avenue Shops. While taking note of the designer duds inside this lighthearted and energetic store, I found myself smiling and singing along to a bubbly Beatles tune. It is all part of Razzle Dazzle's master plan to create an atmosphere as cheery as its mixture of glam, funky and bohemian goods. Although the store's ambience is whimsical, many items will appeal to a more conservative or trendy business clientele. Great accessories at a reasonable price complement brands such as Splendid, Torn, Johnny Was, Free People, J Brand and Joe's Jeans. So were we dazzled? Indeed. 49 Irby Ave. N.W., 404.233.6940, razzledazzleatlanta.com. —LAUREN SMITH