

Fashion: Model Citizen

BY LAURA STEPHANS

Name: Shannon Darsow
Professional hair and make-up artist
for advertising.

Due Date: May 1.

Describe your style: My fashion style is a mix of mostly Bohemian and rock 'n' roll, inspired by my travels.

Whose style do you admire?
Uma Thurman always looks great—sometimes edgy, sometimes clean and classic—always put together well.

Where do you shop? I like independently owned shops like Arafina, bluefly.com for discount designer fashion, Nordstrom, and, hello, who doesn't love Target?

What do you like about this outfit? It is so fun! The dress is feminine, pretty, and a little sexy—this silk feels great on my skin.

What fashion/beauty tips do you have for time-pressed women?

1. When my two-year-old daughter was a newborn, I was given a bottle of self-tanner and a good bronzer. It really helps to keep a fresh, healthy face with very little effort during a time of sleep deprivation and recovery. I recommend Neutrogena Build-a-Tan, available at Target or Walgreens.

2. Go to a fabulous hair stylist and get a cut that makes you look and feel amazing. You will look well-groomed and attractive effortlessly on the crazy mornings you barely have time to find matching shoes.

3. Whatever you do, do it with confidence, there is nothing more attractive.

What drugstore products do you recommend?: Max Factor Stretch & Separate waterproof mascara (doesn't flake) and Bonne Bell lip gloss in a tube (great colors).



Dress and shrug,
A Pea In The Pod.
Jewelry, Epitome.
Shoes, Pumpz & Co.

Photographer: Joan Buccina
Fashion Assistant: Colleen Bartels
Hair and Makeup: Terra

People Who Do Cool Things

Who: Mia Gray King and Robin Gretchen Scott, best friends for thirty-five years, business partners and jewelry designers for three years.

What: gretchen gray jewelry. "We're lower-case kind of people," Mia says.

Philosophy: Empowerment. "While brainstorming, it came out bigger than life: empowerment. Nobody escapes life—we are all the walking wounded. How can you make it better? When you put on a pair of shoes and think, 'Oh, boy,' that may sound superficial, especially in light of what's going on in the world today, but I don't know a woman who doesn't love jewelry and doesn't feel special when she wears it."

Putting It Together: Each piece has a "recipe," including the types of stones, cuts, origins, and sizes used. "We specialize in color and texture. We know what we like," says King. What they like includes blue topaz, pearls, rock crystal,

aquamarine, gold nuggets, and asymmetry and rough cuts.

False Starts: "Suffice it to say, we have small-motor dexterity issues. You'd never want anything we've personally made," says King, laughing. After attempting a jewelry-making class, Scott said, "OK, Missy, we're hiring this out!" David Valdez, based in Fargo, was their man. He "just so gets us," Scott says.

Client List Includes: Patti LaBelle, who gave cuff links to Jay Leno and a bracelet to Diane Sawyer and wore gretchen gray at Luther Vandross's funeral. Tawnja Zahradka.

What's Next: With jewelry at the Golden Door in California and at Grethen

House, Ensemble, and Alfred's Grand Petit Magasin here, they're

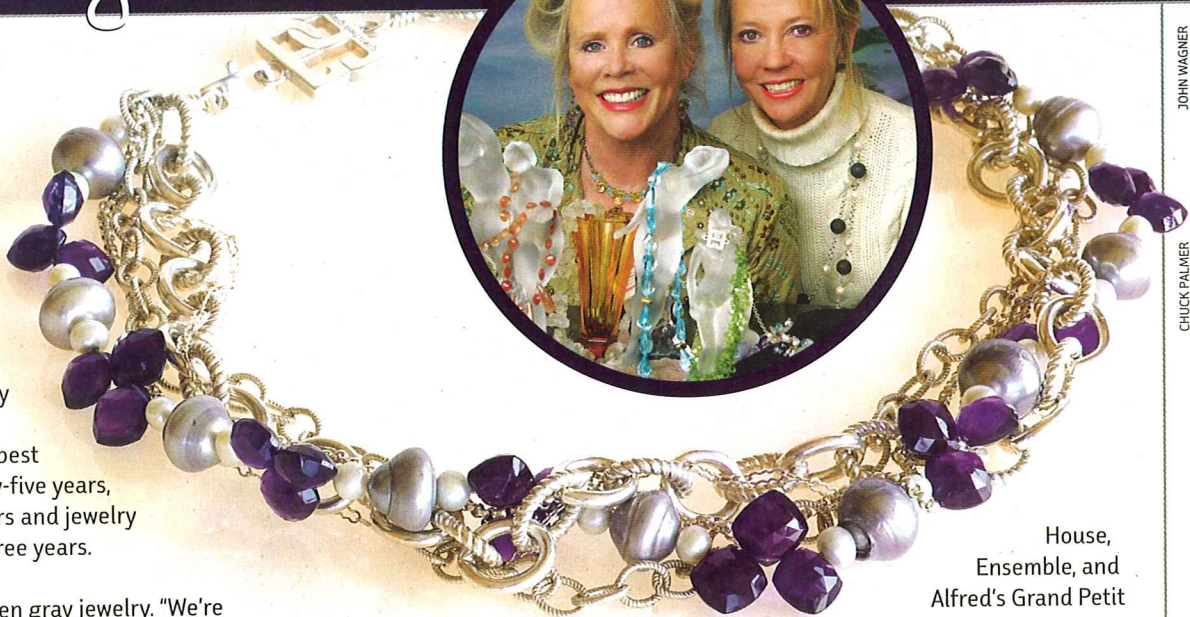
looking for people to represent them elsewhere. They plan to take their brand to the Middle East.

Yin and Yang: The duo designs together, but they differ on their approaches to business: "Robin's steadfast. She won't let me have the checkbook," King says. "She asks tough questions. I'm the rain-maker. I'll say, 'We have to go to Beirut!'"

Validation: The designers wear the jewelry with the tags still on, because women have bought necklaces—some costing as much as \$1,600—right off their necks on airplanes, Scott says.

—Katie Derdowski

Also available at gretchengray.com



JOHN WAGNER
CHUCK PALMER

Buzz

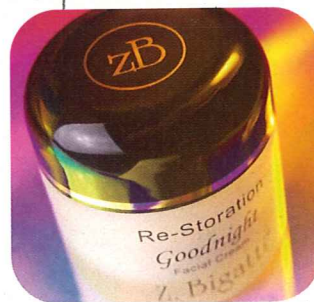
Steppin' Up

Nordstrom has added Gucci and Missoni to its already fabulous designer shoe department. When you're there, check out the new collections in ready-to-wear from Zac Posen, Dries Van Noten, Calvin Klein, and Proenza Schouler. Exclusives from Marc Jacobs, Mulberry, and Michael Kors will add more punch to the handbag department. 952-883-2121, designer.nordstrom.com



Wow Workouts

Fashionistas who sweat will want to hightail it to **Paiva** at the Mall of America. Known for premium athletic apparel and accessories, the shop stocks Adidas, Diesel, Stella McCartney, Y3 by Yoshi Yamamoto, Mari Dade, Brooks, Nuala, Prana, Biella, Ellesse, Marika, Omgirl, 3 Dot, Speedo, and more. *Opens in early May, paiva.com*



Catch Some Zs

Word is Beyonce uses **Z.Bigatti's** Goodnight facial cream over her entire body. At \$295

for two ounces, that's one heck of a bedtime ritual. Insiders will recall that the department store and boutique brand was co-created by a local dermatologist. *Wayzata's Chérie Boutique Française. 952-475-2212, cherieusa.com*