



The Spiel

New designer discoveries at the Class Tradeshow in Hollywood

By Anne Riley-Katz on February 12, 2011

5

Like

Be the first of your friends to like this.

Share

If our week is anything like yours, you're probably feeling simultaneously pulled in a number of directions, some exhilarating, others painful:

The breathless anticipation of European fashion weeks, the grudging jealousy of being stuck in L.A.; the thrill of tawdry, shrill award season gossip; the apprehension over mind-numbing gargantuan trade show floor coverage awaiting us just 'round the corner; the lingering bitterness over not getting that pony you wanted for Christm – um, we'll save that last one for our therapist.

Enter [Class](#) – the smaller, kinder local tradeshow – to temporarily and pleasantly ease our minds, showcase some new brands, and provide a day's entertainment (this time we left with feathers in our hair – the clip-in extension variety called Chic-n-Head, natch – an Osea mini facial, one of those magnetic-equilibrium-balance bracelets and a sugar-free cocktail).

This year's show also moved from the larger Santa Monica Civic Center to Siren Studios in Hollywood. The change of venue wasn't exactly smooth, with the show broken up onto three different floors and local parking a challenge as always, but there were some pleasant surprises inside by way of new exhibitors, a lot of which were local.

The show always skews heavily toward casual menswear, with brands like Sundek by Neil Barrett, Original Penguin and Farah – but there were a few Class newcomers that caught our recently balanced eye.

Of Note:



[Prospective Flow](#), a young L.A.-based menswear line manufactured with fancy denim from Japan, had refreshing takes on what is ordinarily a repetitious denim showing, with uber-soft material, fun yet infinitely wearable colors and nicely tailored cuts that made us wish they had a women's line (they will soon).



GG Collective, the revamped and relaunched collection from the sisters behind Textile Junkie, showed cool, versatile knits in asymmetric cuts – the fall delivery has playful color blocking on open weave tops perfect for SoCal evenings.



New Zealand-based brand **Huffer** (haha, we know) displayed a funky but unexpectedly refined, given the name, combo of women's streetwear, mixed with vintage-style prints and form-fitting silhouettes.



The rest of the day's pleasant procrastination came in the jewelry category, with delicate but eye-catching geometric necklaces and rings in silver and gold from [Rossmore](#) (pictured above) and well-priced vintage pieces and precious stones from longtime local jeweler [Joann Smyth](#).

Ah, a day of dress-up distraction sure can be fun.