



EXCLUSIVE: Rodarte Joins Forces With Rachel Zoe



Alexis Brunswick

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Courtesy Photo

With a styling studio that dresses the likes of Jennifer Lawrence, Sofia Vergara, and Kiernan Shipka, Rachel Zoe keeps quite busy. But it's her new Collective collaboration series for The Zoe Report that's been the multi-hyphenate's ultimate passion project. Zoe has announced that Rodarte's Kate and Laura Mulleavy, designers whose strong point of view she favors, is the second brand to be featured in the series (it launched with Jennifer Meyer). To celebrate, Rodarte is releasing a capsule of limited-edition designs, available exclusively on The Zoe Report beginning today. "The Zoe Report readers are fashion obsessed and very eager to have a piece of glamour and to have a piece of the fashion world," Zoe told Style.com. The Rodarte for the Zoe Report exclusive capsule includes delicate Swarovski crystal butterfly jewelry, a motif that draws on the Mulleavy sisters' childhood home near a famous monarch butterfly migration spot. Also on offer are Rodarte's staple T-shirts and sweatshirts updated with metallic accents. The designers' affinity for athleisure-wear comes from their L.A. roots, and Zoe believes the trend has legs. "I mean, Karl Lagerfeld just put sneakers on the runway of his couture show," Zoe said. "I think that just broke down walls we never thought could be broken."

For Kate and Laura, the chance to collaborate with Zoe was the culmination of a years-long friendship. "We are all working in Los Angeles, and so it's really hard for us to remember a time, at this point, when we haven't known Rachel," the Mulleavys said. And with their Spring '15 show just days away, this special project gave them a chance to think beyond the runway. "We love the idea of great design," they continued. "Design can be a specialized couture item, but it can also be powerful with something as simple and wearable as a T-shirt." The meeting of these L.A. minds has created a unique offering for fans—and a metallic moment for fall.

Rodarte for The Zoe Report will be available for a limited time at Shop.TheZoeReport.com beginning September 2. Prices range from \$113 to \$299.

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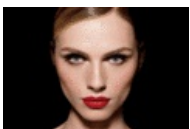
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