

Couture Allure

Aspire to only the best—in labels and in care.



One of the new Madame Paulette storefront displays



John Mahdessian with Zac Posen

OPERATION: RESTORATION

IT'S RARE TO FIND a company that truly leads its industry, but Madame Paulette is one of those exceptional few. The first name

in couture cleaning, altering and restoring (The Met, The Louvre and Sotheby's are a few of its clients) is actually preserving fashion history, says president John Mahdessian. "It could be something vintage and sentimental or it could be a current Pucci dress that got red wine spilled on it," he says of the range of requests they receive, which involve apparel, accessories, fur, bridal, interiors and furniture. "We even cleaned Donald Trump's plane last week."

After 50 years, three generations and countless repaired pieces—everything from Princess Diana's gowns and Joe DiMaggio's original jersey to an Andy Warhol paper dress—Madame Paulette is doing a bit of housekeeping itself. The company recently unveiled a boutique-style concept, complete with 1,600 square feet of merchandising space, storefront windows rivaling Bergdorf and a loungelike atmosphere where clients can relax in Frette robes and sip Taittinger Champagne while the staff analyzes their needs. Luxurious? Certainly. But the bottom line is that high fashion is an investment and should be treated with care. And when you have access to those trained to do just that, why take a risk on any old dry cleaner? 1255 Second Ave., 347-689-7010, madamepaulette.com



A Madame Paulette technician at work



An Anya Hindmarch bag available at Edit

A Derek Lam look available at Edit



Valerie Feigen and Alissa Emerson

GET A BUY WITH A LITTLE HELP FROM SOME FRIENDS

BEST FRIENDS Alissa Emerson and Valerie Feigen feel that, first and foremost, fashion should be fun. The duo opened Edit, their

Carnegie Hill boutique, in 2007 with one mission: to create a shopping environment that feels personal, inviting and stylish. Feigen says they want their customers to feel "as if they were shopping in their best friend's luxurious townhouse." Both women are closely involved in the buying process, ensuring that their wares reflect the boutique's original inspiration. "We wanted to offer an edited collection," she says. "We curate our collections and find only the best." 1368 Lexington Ave., 212-876-1368; editfashion.com — ALEXANDRA CAVALLO



Max Azria

MAXED OUT

MAXAZRIA understands women—and most important, that no two are alike. And with this knowledge he has created a dossier of brands that please

ladies of all shapes, tastes and budgets. His flagship contemporary line BCBG (for the French phrase *bon chic, bon genre*) marks its 20th anniversary this year, but it's the designer's success on the red carpet and runway that's causing fashionistas to take notice. Think Angelina Jolie's multiple awards-show appearances in draping Max Azria Atelier gowns and, well, everyone in his Hervé Léger bandage dresses these days. Get a sneak peek at Azria's spring inspirations this month at his three shows during Mercedes-Benz Fashion Week. For store locations of all Max Azria brands, visit bcbg.com

A fall '09 look from BCBG Max Azria



A fall '09 look from Hervé Léger