

Philadelphia

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local listings

HELLO KITTY DEBUTS, FALL KICKS OFF WITH PHASHION PHEST, THIS SEASON'S SHOES ON SALE, AND OTHER NEWS FROM THE STYLE SCENE. **BY MEG COHEN RAGAS**



WHAT'S NEW

• Sanrio

Best known for its Hello Kitty products, Sanrio has just opened at the Plaza at King of Prussia Mall. The shop carries the full accessory and sportswear lines, including handbags, cell phone cases, and T-shirts. Also look for electronics, such as a toaster that imprints Kitty's face on each slice of bread. **Plaza at King of Prussia Mall, 160 N. Gulph Road; call 610-265-5727 for more info.**

• Vog

This European-based salon is opening its second location in Philadelphia on September 1. The 1,400-square-foot space will feature ebony floors, cream walls, and reflective lighting—the better to help the salon's acclaimed color department in its quest for natural-looking hues. **3131 Walnut Street; call 215-564-2550 for more info.**

• Aerosoles

Philadelphia's first Aerosoles store opens September 14. The shop is sleek and

minimal, and will feature the brand's entire collection of comfortable shoes, including suede ankle boots and sexy pleather knee-high, wedge-heel boots. **1700 Walnut Street; 800-311-7129 for info.**

INSIDER'S PICKS

• Adresse

Stefanie Lutzo's Adresse fuses home and fashion, with lines such as Paul & Joe, Katayone Adeli, Diptyque candles, and Mark Rose leather pillows. To kick off the fall season, she's hosting a Resort Preview & Reception on September 22. Ogle items from Megan Park, Lambertson Truex, and Gentryportofino while sipping champagne. Don't forget to pick up a goody bag with samples from The Cross, Lutzo's latest product line. **1600 Pine Street, 215-985-3161; Saturday, September 22, 5–7 P.M.**

• Phasion Phest Philadelphia

The eighth annual Phasion Phest is on Wednesday, September 19. A cocktail

reception, including informal modeling and free makeovers from top salons, is followed by the show, including the fall lines from more than 20 local stores. Tickets are \$50 and admit guests to both the cocktail party and the show.

Festival Pier at Penn's Landing, Columbus Boulevard and Spring Garden Street; call 215-973-5343 for tickets.

• Francis Jerome

On Saturday, September 15, a representative from the Murad skincare line will be at Francis Jerome, offering free skin consultations using the company's new "Skin Scanner" machine. Champagne and hors d'oeuvres will be served, and shoppers will get a free gift with purchase. **124 S. 19th Street; Saturday, September 15, 1–5 P.M.; call 215-988-0440 to schedule an appointment.**

WHAT'S ON SALE

• Danielle Scott Ltd.

The well-heeled head to this Rittenhouse Square shoe boutique for Danielle Scott's

Back to School special. From Labor Day through the end of the month, get 10 percent off your first fall shoe purchase, including new styles from favorites Jimmy Choo and Patrick Cox. **126 S. 19th Street, 215-569-1218**

• Josephine Sasso

This New York City designer attracts Main Line moms and downtown denizens alike to her eponymous nine-month-old Ardmore shop. This is your chance to snap up her sportswear and evening pieces, available in a variety of fabrics, such as duchesse satin, and silk shantung, for 25 to 35 percent off. **37 Coulter Avenue, Suburban Square, Ardmore; 610-658-9022**

• Paula Hian

Hometown favorite Paula Hian is holding her annual sale from August 22 to September 9. Many spring and summer items will be two-for-one; new fall items will be 10 percent off. **106 Gay Street, Manayunk; 215-487-3067**