

REASONS TO LOVE ROCHAS

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A close up of the Full Skirted Duchesse Gown

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We're seeing Rochas in a whole new light now that the French fashion house is debuting on the Avenue this season. Parisian couturier Marcel Rochas launched his eponymous brand, an ultra- feminine antithesis to Coco Chanel's 'la garçonne' look, in 1925 and current Creative Director Alessandro Dell'Acqua is keeping the brand's whimsical spirit alive with fresh impetus. Find five reasons why you should revel in Rochas' re-emergence below.

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1. Collections cater for every taste.

Girly girls won't be able to resist the frills, florals and voluminous skirts but there are plenty of streamlining trousers and hit knits for the tomboys too.

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2. Bags are timeless with a twist.

The structured tote gains subtle new curves, the bucket bag is refined and drawstring free, and the standard front flap style is transformed in decadent snakeskin. Coming soon.

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Tiered Peplum Dress

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Rhinestone Leaf Satin Sandals

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3. The fancy flats effortlessly eclipse heels.

To stay glamorously and comfortably grounded, slip on the satin slides or buckle into the pointy sandals. Both are embellished with bows and metallic beaded leaves.

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4. Everything dresses up and down.

Take those magnolia print flares- they're cool with sneakers by day and sophisticated with heels after dark. The same goes for everything else, even the gowns.

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5. Marion Coutliard and Emma Stone are fans.

Rochas is a go-to for distinctive dressers on and off the red carpet because pieces always make an impact but never look try-hard. They're ageless and surprisingly seasonless.

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Magnolia Printed Jacket and Flares