



WWDAccessories Supplement January 2007



# *Cold Call*

There's something magical about winter evenings, when soft knit accessories add an appealing warmth.

# in the mix

## THE FABRIC OF HER LIFE

Born in Beirut and raised in Paris, Burkina Faso and West Africa, Mathilde de Turckheim, who moved to Brooklyn last year, is a woman of the world. But the thing that ties it all together for her is fabric.

"I love fabrics," says de Turckheim, 37, who previously worked for the Como, Italy, textile firm Ratti, selling fabrics to ready-to-wear firms such as Kenzo, Cacharel and Dior. "I like the use of natural materials, especially in African fabric. I also love [more refined] fabric, as my mother was a seamstress of wedding dresses. I've been sewing since I was a kid."

Now de Turckheim has stitched her love of textiles to a fashion jewelry collection that uses everything from African-inspired printed canvas and coquettish Liberty prints to beads and birds. The collection, which includes a choker of oversize painted beads united by colorful strips of cloth and earrings done with bird motifs and wooden beads, retails from \$40 to \$300.

"I love beads and sourcing materials in places you wouldn't expect," she says. "Each time I travel, I go to the local outdoor markets. I bought clay fruit [beads] from Guatemala last year and fake birds from a floral supply store in New York."

The eponymous line is sold at several retailers, including Something Else and Overtures, both in Brooklyn.

— S.C.

## CLEAN LINE

V. Fraas is inviting its customers to pamper themselves and the planet, too. The German cold-weather accessories label is launching its first ecologically friendly collection. Called b Natural by V. Fraas, the assortment of scarves, wraps and skinnies is designed from organic fibers like cotton and bamboo and processed and finished without the presence of chemical pollutants.

"We saw a definite void in our market," says Andreas Schmitt,

executive vice president of global marketing for V. Fraas. "As a verticle producer with more than 126 years of experience, we knew we could fill that void. There are certainly a variety of steps one must go through in order to achieve this, but I looked at this as an exciting new challenge that we can carry us well into the future."

The collection, which is expected to hit freestanding V. Fraas boutiques as well as department and specialty stores next fall, will retail from \$30 to \$80.

Mathilde de Turckheim necklaces.

