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San Francisco bloggers have their say in fashion

Ellen Lee, Special to The Chronicle

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Like this spring's bold, bright colors, bloggers are making a big splash in the fashion industry.

They've secured coveted seats at fashion shows, have the ear of designers and have drawn millions of followers to their blogs, not to mention their Facebook pages and Twitter feeds. In February, Tumblr, the popular blogging startup, secured tickets to New York Fashion Week for its bloggers, and the trade show WWDMAGIC featured 30 emerging and celebrity bloggers. The blogs are a range of fashion and celebrity news, advice, commentary and photographs reflecting their personal style and clothes. Many of the most high-profile fashion bloggers are in New York and Los Angeles. But there's an active and emerging community in San Francisco, one that reflects the region's high-tech, laid-back yet edgy sensibility.

Adelle mcelveen

The Fashionista Lab

<https://fashionistalabsanfrancisco.wordpress.com/>

The Fashionista Lab began as a look at Japanese fashion during Adelle McElveen's year in Tokyo. When she moved to San Francisco in 2008, she decided to re-launch the blog, a mix of fashion news and commentary and personal photographs, including her latest challenge, coming up with 30 outfits from 30 articles of clothing.

Its name refers to a "lab of ideas." With the tagline "an online atelier of creativity and style," McElveen likes to pose questions, talk about trends and narrate her personal shopping experiences. A recent post raised the question about the \$1,490 price tag for a Sonia Rykiel dress. She's also railed against high online shipping charges and profiled local designer Alyssa Nicole.

"I like to talk about ideas and pose questions and bring things up to think about," McElveen said. "I don't want to dictate things to people."

By day, the 27-year-old is an employee at a tech company in Palo Alto, where she works 50- to

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60-hour weeks. Her blog is her personal outlet. McElveen, who grew up in the Bay Area and North Carolina, had always been into fashion and clothes, even starting a fashion group at her college, the University of Chicago, where they organized fashion events and produced a magazine. Now her blog has opened doors for her in the fashion industry, from meeting designers to judging a contest at a San Francisco "Project Runway"-style event, Fashion Feud. She's also the social media coordinator for Discarded to Divine, a fashion event for the St. Vincent de Paul Society.

Ashley gustafson

Fashionably Ashley

fashionablyashley.com

Recent college graduate Ashley Gustafson started her blog in February 2010 as a way to market herself after she moved to the Bay Area in search of a job. Writing about fashion came naturally. The blog worked - she soon landed a position developing promotions for an online wireless company in San Francisco.

Now Gustafson, 24, devotes much of her blog to posts about local fashion designers, news and events. Her blog has become a resource for the San Francisco fashion industry and landed her a recent gig as one of 30 bloggers for the trade show WWDMAGIC. The Los Angeles native finds that the San Francisco fashion community doesn't get the recognition it deserves.

"There have been a lot of emerging designers coming out that people don't know about," she said. "It's been hard to show the rest of the world what we have to offer."

Gustafson plans to team up with seven local fashion bloggers to form Digitally Chic, which will focus on San Francisco fashion and technology.

"I definitely feel San Francisco doesn't get the attention of New York and L.A.," she said. "I hope it brings more awareness to the fashion community in San Francisco."

Jennifer margolin

Red Sole Diary

jennifermargolin.com/blog/

Jennifer Margolin started her blog, Red Sole Diary, about two years ago after having a baby. "I had no intention of anyone reading it," Margolin said. "It was just for me to have an outlet." Pretty soon, though, her blog, named after the signature red soles of her favorite Christian Louboutins, spurred a new career as a stylist. Margolin now runs a business offering wardrobe makeovers and personal shopping services, as well as assistance with editorial fashion campaigns. Her blog and

business now go hand in hand. Her blog offers fashion advice, much of it directed at San Francisco's career-minded women. Once a week, she offers a workplace post with a head-to-toe outfit highlighting trends such as this season's bold prints. Margolin, 34, had owned a boutique in San Francisco before leaving the city for an around-the-world trip with her husband. Even then, she scoured the globe for the best shopping places.

Returning stateside, she was about to open a high-end shoe boutique when she learned she was pregnant. Now the mom of a 3-year-old girl hopes that her blog can become a fashion resource and maybe even be turned into a book. To that end, Margolin was recently one of 30 bloggers for the fashion trade show WWDMAGIC.

"I figured out what I love to do later than other people but I'm doing it and loving it," she said.

Aimee jenny song

Song of Style

songofstyle.blogspot.com/

Aimee Song's blog, Song of Style, is more pictures than words, a look book of her daily choice of outfit. The Academy of Art architecture student started her blog in October 2008 to share photos of interior design, her first passion. But in one of her early posts, she published a photo of herself in an outfit for a job interview, which was linked by another blogger. Soon her website became a personal style blog in the same vein as the popular "What I Wore." Song's boyfriend takes the photographs for her, often in the early evening as they head to dinner. They're usually shot from multiple angles, with San Francisco's classic buildings and landscape behind her. The 24-year-old student grew up in Los Angeles. Her mother, who used to own a boutique and design clothes, has had a heavy influence on her style, a blend of edgy, girly, trendy and bohemian.

Though she still plans to pursue a career in interior architecture and design, her blog has caught the attention of the fashion industry. She's attended the fashion shows of Betsey Johnson and Tory Burch in New York and been invited to many more. Last fall, she flew to Texas to model for Fossil and in December for a photo shoot for Bebe's holiday gift guide.

"So many fashion bloggers are making an impact in the fashion world. I think it's cool because we relate to the average person more than magazines and stuff," she said. "I think it helps everyday consumers to see that I could wear this instead of seeing it on a 6-foot-tall model."

E-mail comments to style@sfnchronicle.com.

<http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/03/13/LVL41HV0DF.DTL>

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