



## Hottest New Jeans

"JET Jeans are always my go-to. I can wear them with a t-shirt and flip-flops, or dress up with heels." .....Nicole Richie



# LOS ANGELES CONFIDENTIAL



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The SPRING  
FASHION  
ISSUE

DESIGNERS, TRENDS,  
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FROM OUR EXPERTS

KRYSTEN RITZLER  
ROCKS WITH STYLE

## Drop ZONE

Two new stores land on West Third and in Santa Monica—one for the eco-conscious, one for the laid-back set—and both have LA tastemakers talking. *By Sam Saboura*



**John Eshaya**  
Designer and owner,  
JET at Fred Segal  
Santa Monica

After decades of dishing out serious style as the former vice president, creative director, and buyer of womenswear at Fred Segal Melrose, designer John Eshaya opens his long-awaited JET store at Fred Segal Santa Monica. Eshaya is renowned in the fashion world for zeroing in on the latest and greatest trends, so it's no surprise that the new JET store is stocked with must-haves for spring. The store offers the complete collection of JET sportswear for men, women, and children—all housed in a bright, eclectic space.



**Who's shopping at the new JET store?**  
The JET store is for anyone who's young at heart and loves comfortable, fun, easy clothing JET has never been about age; it's a lifestyle brand that welcomes everyone. Celebrity JET girls include Christina Aguilera, Nicole Richie, Mary-Kate and Ashley Olsen, and Lindsay Lohan.

**What will shoppers find this season at JET?**  
Color is the focus for spring. It's all about cropped sweatpants, drawstring short shorts, and tons of loose, relaxed T-shirts.

**What are the best sellers for the season?**  
The Footballer sweatpants in bold colors and the bright JET sweatshirt.

**What's one amazing item we should buy from the new JET store?**  
Our bright sweatshirt is great for after the beach or for travel, and it's perfect to have on hand for a night at the movies.

**Why did you decide to open the new JET store?**  
I opened the store to put together the complete look of the line. You get to see the full collection the way I conceived it. You can find a cozy outfit to wear out to coffee with friends, or something fabulous to wear to the club—and they're side by side.

**What's unique about the new JET store?**  
The best part of the JET store would have to be the pieces you'll find exclusively at the new location. You'll have to come and see for yourself! JET, 420 Broadway, Santa Monica, 310-451-2202.

















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