



# CLOTHES



Richard Tyler.

Value by Richard Tyler.

Prada.

**JACKHENRY**



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Classic Inverness

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Alexander McQueen

Marni.



## MISCELLANEOUS



Gucci.



Chanel.



**TIABROWSH**

JACK HENRY owner **TIABROWSH** is finally in her element. “I’ve always been obsessed with fashion,” explains Browsh. “I used to spend my weekends at stores watching people – what they were wearing, what they were buying, trying to spot trends before they hit.” Often consulted by fellow shoppers for style advice during her weekly pilgrimages to LA style haunts Fred Segal, Maxfield and Neiman Marcus, the doe-eyed fashionista says she has always been ‘a stylist of sorts.’ “I know things like where a skirt should fall to flatter the leg or how to use accessories to alter an outfit.”

As naturally as this comes to the 30-year-old style maven, it was many years before she seriously contemplated a transition from her burgeoning career at the hub of LA’s entertainment arena to the competitive retail business. During the decade she spent in Hollywood working for industry heavyweights including Madonna’s Maverick Recording Company and A-list talent management company The Firm, Browsh was able to find alternative outlets to employ her uncanny knack for selecting the ‘perfect item’ for others. “One of my responsibilities was to take care of the gift buying – holidays, birthdays, start-gifts, wrap-gifts,” explains Browsh, citing the personally engraved Century Books she sent out to over five-hundred industry executives during the 1999 holiday season, or the Rhodesian Ridgeback puppy she hand selected for Red Hot Chili Peppers frontman Anthony Kiedis.

Browsh is actually an unlikely sartorial siren. Her passion is incongruous with her upbringing in Cincinnati, Ohio, where she was raised to view clothing as “an unnecessary luxury,” and was instead steered towards cultural and educational pursuits. Despite this, she developed a fascination with style icon Coco Chanel that survives to this day and ultimately inspired her to launch JACK HENRY. “Coco Chanel was a visionary,” exudes Browsh, “so far ahead of her time... her use of men’s silhouettes in women’s pieces and everyday fabrics in couture clothing was not only innovative, but risky. She used what she had and she made it work. As avant-garde as my tastes run, she continues to inspire me.”

Always immaculately styled and accompanied by her two miniature pinschers, Browsh regularly adorns her petite frame with runway-worthy pieces most people would be terrified to touch. This personal passion for head-turning style statements is evident in her exclusive emporium’s selection of one-of-a-kind, runway, editorial and ‘red-carpet’ pieces. Browsh personally selects each piece that makes it onto JACK HENRY’s racks. From the back streets of Tokyo to the Off-Schedule Shows in London to the Catwalks of New York – Browsh goes everywhere looking for fabulous clothes, taking fashion risks where other stores follow a commercial formula. Browsh’s strength lies in her uncanny ability to spot a fledgling brand or an avant garde line, and her willingness to carry pieces which are not produced in quantity. Browsh is fortunate enough to enjoy Jack Henry’s sophisticated Los Angeles clientele, who take risks right along with her.

“It’s been an unbelievable five years,” Browsh says looking around her boutique with pride. “Most of it is surprisingly fun, but not without challenge.” Including cross-country deliveries of eveningwear and last minute midnight styling appointments for red carpet events. With these crazy chronicles under her belt, she’s ready to take on any battle. Given her commitment to customers, attention to detail, and unique ability to break trends by making them, she’s one battlecat you’d want by your side.



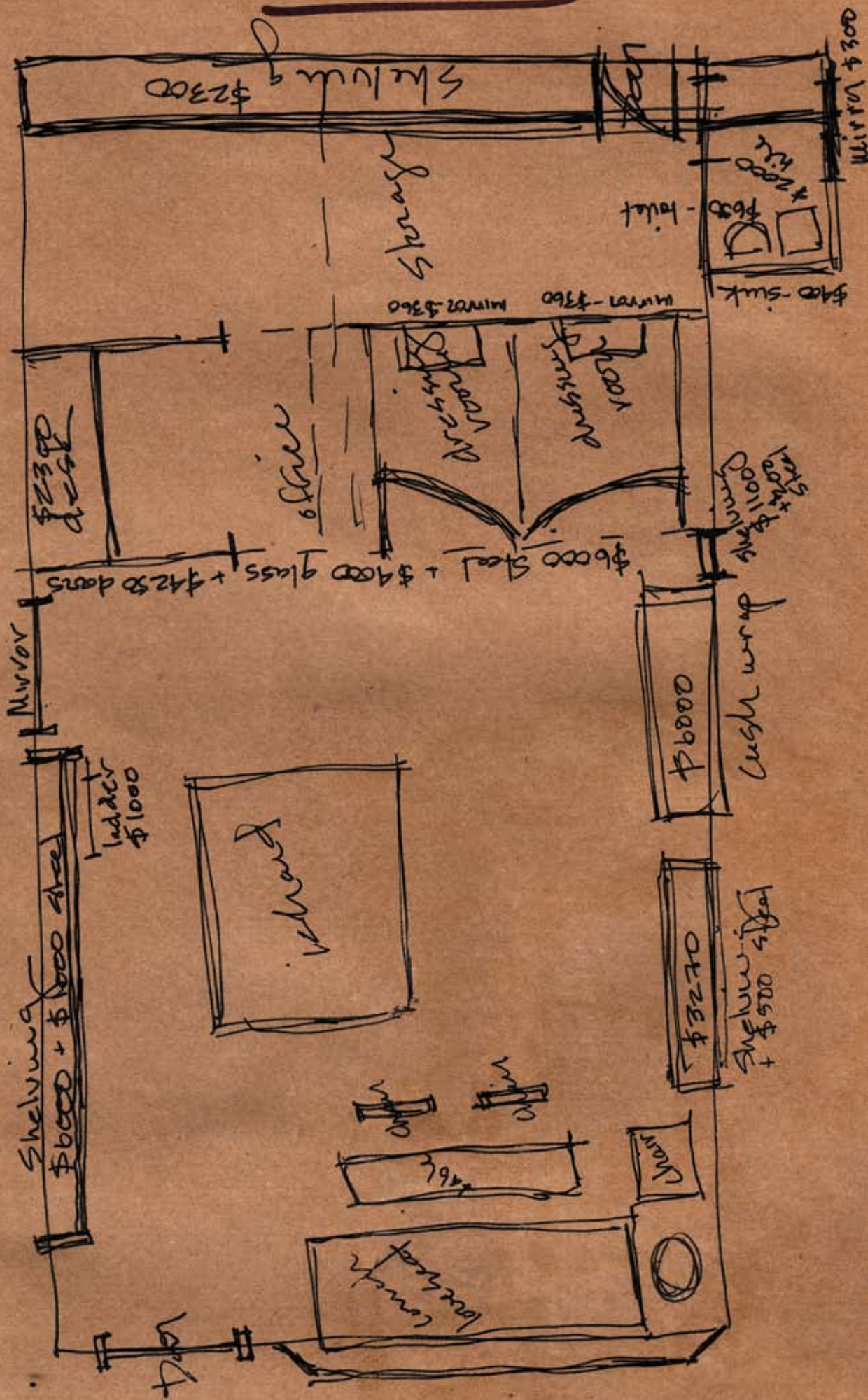




# STORES

Lighting - ?

HVAC - \$4000  
PAINT - \$5000



**THESTORE**

**JACKHENRY** was conceptualized in 2002 as a store for women whose hectic lives made it difficult stop and shop during normal business hours. If the urge to splurge on a Vivienne Westwood corset at six a.m. or a Vintage Gucci coat at midnight, then so be it. That store was JACK HENRY, an appointment-only boutique where at a moments notice a woman could have a store all to herself, with designers and stylists at her fingertips helping her put together the latest looks with a unique variety of merchandise. Throw in a glass of champagne and a cupcake from Joan's on Third and you understand the JACK HENRY concept.

As innovative as JACK HENRY'S store concept, the inspiration for unique merchandise was equally unusual: a pair of jeans and some legwarmers. A few years back, store owner Tia Browsh found a perfect pair of jeans. She purchased them right off the rack and left wearing them, unusual for her petite frame. Her excitement about a piece of clothing that fit led her to tailor all of her clothes until it became an obsession and the first principle for JACK HENRY's inventory: structured clothing with an unparalleled fit.

The next idea came in the form of a pair of Christian Dior legwarmers that were featured in the February 2002 issue of Vogue. When Tia called Dior to purchase them she found they weren't for sale. They were editorial only, in other words, hard to find, made specifically for the runway or press. The legwarmers were one-off's - unavailable to the public. This led to the second JACK HENRY principle: one-of-a-kind clothing. Her inventory would be comprised of JACK HENRY exclusives.

Tia's quest to secure perfectly made, well tailored, couture, led to search expeditions far beyond the borders of LA. Tia could be found roaming from Japanese street markets to sitting front row at London's off-site shows. She unearthed unique labels, non-volume oriented brands, and began contracting with designers to create one-of-a-kind pieces as JACK HENRY exclusives.

JACK HENRY soon became known for it's unique inventory and unparalleled service among Hollywood's elite. Celebrities and stylists could be found searching the racks to find fabulous dresses for the next red carpet events.

With the realization of JACK HENRY'S vision of catering to the distinctive needs of women, last year, her loyal customers persuaded Tia that working by appointment was too limiting. After careful consideration Tia decided that while JACK HENRY would, of course, remain available to accommodate those after-hour unavoidable fashion emergencies, that JACK HENRY'S locked door would now be open. JACK HENRY will now expand its vision by having traditional store hours so that women who DO have time to shop can stop by anytime to see the latest fashions.





# BOOKS : WRITERS



plein Sued.



Balen iaga.



John Brill.

Balen iaga.



**OURPRESS**





## THE BEAUTIFUL PEOPLE

*In a city with no shortage of self-appointed image gurus, we've tapped L.A.'s true gatekeepers of hi-def physical perfection. So can they guarantee you Angelina's lips, Penelope's brows and Nicole's tresses? Maybe not. But delve inside their makeup bag of tricks and get the goods to orchestrate your own extreme makeover*

BY THE EDITORS | PORTRAITS BY SAL OWEN

The self-help books have it wrong. Beauty doesn't start on the inside. And nowhere is this more apparent than in Los Angeles, the world's capital of card-carrying beautiful people—the ones who look camera-ready even when there's no film set in sight. For the rest of us, however, a little lip gloss, a little mascara—or maybe even a lot—can make all the difference between going from drab to fab. So we've tapped the city's top image experts for the ultimate ultimatums on the latest who/what/where of getting drop-dead, to-die-for good looks. From one of Hollywood's hottest makeup artists to L.A.'s most exclusive perfume maker and one of the city's most in-demand hair stylists, we've assembled the final beauty hit-list of what's in, what's out, what's worth the big bucks and what's not. Some swear by Chanel, others by ChapStick. Put it all together and you've got an insider's blueprint to unleashing your own BP. So are we endorsing surface over substance? Welcome to L.A.



**"I'M THE ANTI-ESTABLISHMENT BEAUTY QUEEN. PEOPLE GO INTO DEPARTMENT STORES AND BELIEVE THE HYPE, BUT I DON'T EVEN BOTHER WITH IT. RITE AID IS MY HOME AWAY FROM HOME."**

## THE DRUGSTORE JUNKIE

It's all about high fashion at Tia Browsh's wee gem of a boutique. Jack Henry: think about obscure international designers and dresses with four-digit price tags. But when it comes to the 30-year-old's beauty regimen, there's nothing haute about it. Instead, Browsh scraps the \$50 department store lipsticks and heads to Rite Aid, where she relies on Dial Antibacterial Soap ("Keeps stuff from growing on your face,"), Arm & Hammer toothpaste ("to dry out zits") and Oral-B toothbrushes ("to separate my lashes").

**CLOCKWISE FROM RIGHT:** Tia Browsh uses Sally Hansen Teflon Tuff 10-Day Nail Color in Rose Opal light pink because "you can't tell that my nails aren't done." Bobbi Brown Foundation is a favorite because it's oil-free. Browsh goes to Rudy's to get her hair washed.



**What you'd never put on your face:** Blush. It makes people look like old ladies with red stripes. **What you can't live without:** Vidal Sassoon bobby pins. I'd die without them. I have hundreds. **Weirdest beauty trick:** Huggies Baby Wipes. If I feel that my face is grubby, I'll wipe it down with one of them. **Most expensive beauty product you own:** Bobbi Brown foundation. I use it because it's oil-free. **Your desert-island product:** Natural Ice Original SPF 15 lip protector. I cannot live without it. **Favorite Splurge:** Rudy's hair salon. I get my hair washed there once a week. **Most over-hyped beauty products on the market:** All of them.

# STYLE.COM /

THE ONLINE HOME  
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style news



*Intimate shopping: Tia Browsh, owner of Jack Henry, and two important clients.*

## personal services

buying by appointment is the next wave

NEW YORK, March 29 — It's a luxury normally reserved for A-list celebrities or brides-to-be. But in a new wave of retail democratization, hip little boutiques are penciling in clients by the hour, promising exclusive service to anyone at no extra cost.

Tia Browsh, founder of the new Jack Henry store in Los Angeles, has fashioned her 500-square-foot appointment-only business on the premise that "girls need a best friend to help them pick out their clothes." The result is a cutting-edge selection by designers such as Diego Binetti, Heatherette and Imitation of Christ and of vintage couture items by Vivienne Westwood, Pucci and Yves Saint Laurent, with Browsh available for one-on-one advice at all times. "A girl called me because she was going on a date with an Oscar-nominated actor," says Browsh, who picks out clothes for her clients before they come in. "She chose a dress, and I loaned her my pair of gloves."

It's a mix of the motherly approach typical of personal shoppers in department stores (who know everything from your bust size to your social life) and an indie-hip fashion sense. "Clients really enjoy the exclusivity," says Leah Forester, co-owner of Decollage, an appointment-only store and event space in New York's West Village that she and partner Heather Rich opened last year. Customers can sip tea or champagne as they browse the new and vintage designs in the cozy five-story townhouse.

It might seem elitist, but there's a real economic value to the one-on-one approach. New York's Scoop recently announced a personal-shopping program that includes a consultation to help build your wardrobe. "People want more attention," says Stacy Vale, the program's director. "They also want more value for what they're going to spend."

—Melissa Ceria

Jack Henry, South Kings Road, Los Angeles, (323) 655-6050.



## Trend Tracking

# GETTING PERSONAL

Personal shoppers are moving beyond the boundaries of luxe department stores to tiny boutiques.



Tia Browsh, owner of Jack Henry in West Hollywood, Calif., gives customers one-on-one attention after hours.

By Kristin Young

Personal shoppers are a luxury usually reserved for A-list celebrities and well-heeled clients. But three prescient Los Angeles specialty stores have built their concepts on giving mere mortals access to the star treatment. And, according to industry watchers, personalized services may just be the simplest and smartest way to add to bottom lines. Sandy Richman, co-owner of Los Angeles-based retail consultants Directives West, believes retailers who implement personalized extras can only have the advantage over shops that don't.

"This idea is becoming more important today," she said, noting women are more time-pressed than ever before and less confident of their fashion choices. "Also, I think it's an insecurity issue for these women. Money doesn't bring taste." Here, a look at three retailers who are seeing personal shopping services pay off.

### JACK HENRY

Hard-to-find designer pieces — usually samples or editorial pieces — stock the shelves of Jack Henry, a tiny gallery-like boutique whose doors swung open on Mar. 28. Then there are the special designer vintage finds culled by owner Tia Browsh, whose 10 years of personal shopping for Hollywood moguls at Creative Artists Agency and Maverick have honed her eye and buying skills.

The 500-square-foot boutique (named after one of her two ever-present miniature pinschers) on 141 Kings Road in West Hollywood, Calif., has been set up as by appointment so Browsh can offer stylist services to customers.

A typical day for the 28-year-old might mean commissioning a designer to create a special piece, a trip to a home to edit a closet or a meeting at the store after hours. Services such as teaching customers how to wear the more avant-garde selections or pulling jewelry to kick up a look are standard.

Browsh's services are included in the price of a piece that ranges from \$175 for a pair of derriere-hugging Martin cargos to \$250 for a vintage off-the-shoulder white linen Grecian gown. A chocolate brown hand-embroidered Jiwon Park dress at \$4,000 is the most expensive item in the store.

"The average person should be able to do this," she said. "I don't care if they're celebrities or not. In fact, it's more fun when they're not and they're just cool people. Those are actually the customers I want because they're the ones who still pay for things. That was the shift. I went from working for big names to the average person who actually spends money. Instead of paying me for my time, they'll pay for the clothes."

Though Jack Henry's prices are high, Browsh believes customers are getting a lot for their money. All markups are standard, based on what individual pieces cost her. "I want customers to feel like they're getting steals in here. I'm not out to make a buck off them."

Browsh estimates customers who value one-on-one attention will account for 75 percent of her first-year sales — or \$300,000.

"Last night I met a customer at my store at midnight and we were working until 4 a.m. That's a special challenge," she said. "But the ultimate reward is getting phone calls from my customers the next day telling me how many compliments they got on what they were wearing. How many salespeople get phone calls from the customer telling them how it went?"

# CALIFORNIA Apparel News

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## Jumpin' Jack

Appointment-only boutique Jack Henry offers "street couture"

If everyone gets 15 minutes of fame, everyone should also get at least 15 minutes with a personal stylist.

Celebrity-level personal attention is a tariff-free frill at **Jack Henry**, a new appointment-only boutique in Los Angeles that combines personal service with an eccentric collection of unique items by edgy designers.

Owner Tia Browsh opened the store in March after a variety of stints in the entertainment industry, including one as a personal shopper. Jack Henry is the name of her miniature pinscher, who patrols the boutique with a glistening slab of rawhide clenched between his teeth.

"I want to offer the average person the opportunity to have celebrity service," said the 27-year-old Browsh.

This is the way Browsh likes to shop—with salespeople who know her size and tastes—and it is also the way she likes to serve. She estimates her client base to be between 150 and 200.

Her inventory consists of "street couture": one-of-a-kind pieces that are often by small designers pushing edgy ideas. These clothes typically do not have "hanger appeal," Browsh said, and require the judgment and persuasion of a boutique owner-cum-stylist.

"But once clients try something on, they usually fall in love with it," she said.

Jack Henry carries such designers as **Vivienne Westwood**, **Heatherette**, **Grey Ant**, **Joey and T**, **Alvin Valley** and **Shawn**. Browsh also stocks standout vintage pieces by **Gucci**, **Pucci** and **Halston**, some of which can fetch \$4,500. Most items range from \$200 to \$1,000.

To ensure her clients get something truly singular, Browsh takes an unconventional approach to buying. She approaches designers and asks to buy their runway, sample, editorial and red-carpet pieces. Browsh said she is always the last person to purchase items at the New York and Los Angeles fashion weeks.

"I want to know what everyone else bought and make sure that I don't buy it," she said. "I always want the pieces that are so far to the left they don't get picked up. And I always get all the runway and editorial pieces anyway because nobody buys them."

"I'm so small and am placing such small orders that I don't think it's fair of me to say I have to have an exclusive on a line," she continued.

However, she'll often ask for a Los Angeles exclusive on a certain item. "That way I can tell a client, 'No one else will be wearing what you're wearing' and know that for sure."

The only showroom she buys from is **EM Productions** in Los Angeles' **Cooper Building**.

"The market is so homogenized right now, and she's really out there doing something different," said EM Productions sales rep Vanessa Impicciatore.

Impicciatore said Browsh's combination of personal service and unique items "is very

different from any other concept, and that's what makes it really exciting. She has amazing taste and great style."

Browsh buys select items from the New York-based line **Circle by Mara Hoffman** and Los Angeles' **Peggy Anvarian**.

"Her orders are small but not tiny," Impicciatore said. "She's able to move quite a substantial amount of merchandise, actually."

Stylist Rita Rago with **Rouge Artists** admires not only Browsh's taste but also her central location and liberal lending policies.

"She has really good accessories and pieces that are unique, and there are only a few stores in L.A. that carry that kind of stuff," Rago said.

Being a crusader for the *inconnu* is also one of Browsh's passions.

"I love the idea that I can go out and find a line that no one's ever heard of and display it next to Vivienne Westwood and immediately



**PUPPY LOVE:** Tia Browsh with her store's namesake.

give it credibility," she said.

Browsh was able to sweet-talk reps for Westwood into shirking their minimum-order requirements because they admired her vision—and were presumably happy to have someone pick up some of the designer's more obscure pieces.

Word travels fast, and Browsh said **Christian Lacroix** recently asked her to take on the designer's one-of-a-kind showpieces. She is also in talks with the house of **Genny** to purchase 70s-era Gianni Versace-designed pieces from its archive. Browsh said she was surprised they were for sale.

"Genny said, 'Nobody's ever asked before,'" she recalled.

Because of the capital required for a European excursion to buy costly couture pieces, Browsh has put such plans on hold.

"Because the store's so new, I want to wait until I have a little more of a clientele before I take on such investment pieces," she said.

Jack Henry is located at 141 S. Kings Rd. in Los Angeles. For an appointment, call (323) 655-6050.—*Christian M. Chensvold*



# B A R

Harper's

AUSTRALIA

**CINDY**  
**SHE'S BACK**



Tia Browsh and her puppies.

**DRESSING ON THE SIDE.** Former personal shopper, 26-year-old Californian Tia Browsh, realised there was a gap in the market when she found herself hunting down editorial pieces and calling factories in Milan to order a pair of one-off pants she'd seen in a magazine.

"I've always wanted access to clothes I see in magazines and being a fanatic about the construction and fit of garments, and never truly satisfied with anything off the rack, I started my own company, named after my miniature pinscher puppy, Jack Henry." She provides a venue for up-and-coming designers, and spends as much time with her clients as necessary in order to make the clothes work for them. "I call it styling, without the stylist's price tag." Her distinctive yet intimate LA store — part industrial, part old tailor shop — carries a selection of more than 30 designers, from the urban chic of New York labels Heatherette and Imitation of Christ, to the signature creations of Vivienne Westwood, Halston, Pucci and YSL.

She's in town this month for Mercedes Australian Fashion Week, trawling parades from Tsubi to Sandra Thom for pieces to showcase in her store. "I love Australian designers — Sass & Bide, Akira, Scarlani & Theodore and Collette Dinnigan are some of my favourites. But Australian designers are a bit of an untouched market [in the US], and my goal is to provide a venue for them." **GEORGIA CASSIMATIS**

**HOT  
STUFF**  
**FOR  
WINTER**

**EXCLUSIVE  
INSIDE STORY:  
DANIELLE  
SPENCER'S  
WEDDING  
DRESS**

# TRAVEL + LEISURE

OCTOBER 2003

## The Secret Caribbean

Paris

INSIDER  
GUIDE

### dress for success in l.a.

**SHOPPING** Searching for red-carpet glamour without a \$500-an-hour celebrity stylist? These Los Angeles boutiques can give you free star treatment, access to exclusive clothing labels, and a wardrobe makeover—even if you're just a nobody. At **Jack Henry** (141 S. Kings Rd.; 323/655-6050), an appointment-only shop stocked with one-of-a-kind runway

dresses and vintage YSL heels, customers sit back, sip some sparkling wine, and let proprietor Tia Browsh do all the work. After an informal consultation, Browsh will pull together the perfect ensemble. She even allows regular customers to borrow big-ticket items, such as a \$4,500 Vivienne Westwood couture corset, for a quarter of the item's cost.



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LAS VEGAS, LE DÔME REOPENS

## TOTAL ACCESS DRESSING ROOM

Even if you won't be gliding down the red carpet anytime soon, the A-list look can be yours, thanks to a new spate of boutiques that brings star treatment—exclusive lines, one-on-one attention and, best of all, free expert advice—to fashion-savvy nobodies. Intuition (10581 W. Pico Blvd., L.A., 310.838.4236), a closet-size store that trades on L.A.'s blue-jeans-and-\$400-cashmere-sweater style, offers the best service this side of the velvet rope. Owner Jaye Hersh will even drop off a smartly edited mix of celebrity staples—Paper Denim & Cloth jeans, exclusive Italian handbags and Petit Bateau T-shirts—to your home. And, if she doesn't have what you need in stock, say a dramatic Gucci gown or the latest pair of Chanel shades, she'll hunt it down for a nominal \$100-an-hour fee. Stylist Claudia Duenas has dressed them

all, but at her sophisticated boutique Claudia Milan (1319 Abbot Kinney Blvd., Venice, 310.428.6212), she happily closes shop to give private pointers on Sunset Strip chic. Blending elegance with edge, she'll fine-tune your wild side by pairing Catherine Malandrino silk tops with Von Dutch jeans and her own line of floor-length leather coats. At Jack Henry (141 S. Kings Rd., L.A., 323.655.6050), an appointment-only shop stocked with runway dresses, Christian Lacroix jeans and vintage YSL heels, customers simply sit back, sip some Veuve and let owner Tia Browsh do the work. After a casual consultation, Browsh will pull together the perfect outfit, be it for a gala dinner or casual cocktails. She even allows loyal customers to borrow bigger-ticket items for a 25 percent fee. —Audrey Davidow

# Angeleno

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APRIL 2003

## dish / THE SCOOP

EDITED BY ALEXANDRIA ABRAMIAN-MOTT

### APPOINTMENT ONLY >>

A new spate of by-appointment-only boutiques gives customers the kind of one-on-one attention celebs get from personal stylists. Loy and Ford, Adriana Caras and Kevan Hall have all opened such stores, and this month Tia Browsh opens Jack Henry, a closet-size boutique where the young entrepreneur hopes to realize big dreams. "I'm going to have everything possible to create an outfit for an evening out: panty hose, dresses, accessories, jewelry, footwear," says Browsh of the 500-square-foot showroom where she pairs the merch down to the essentials: one line of jeans (Martin), one line of black pants (Alvin Valley) along with Heatherette, House

of Field and others. "I'm the girl who sees those 'editorial only' clothes in magazines and calls the factory in Milan to find out where they're available," says Browsh, who plans on making just such hard-to-find clothes available to the masses. Or, at least, to those with an appointment. 141 S. Kings Rd., L.A., 323.655.6050



Tia Browsh in her new boutique





# Distinction

THE SOUTHERN CALIFORNIA LIFESTYLE

## Shop by Appointment

WANT TO SHOP IN YOUR OWN PRIVATE BOUTIQUE? Is midnight the most convenient time for you to try on new outfits? Would you like to command a shop owner's full attention as she guides you through a rack of clothes selected just for you?

Welcome to shopping by appointment, a service most people believe is reserved only for movie stars and jet-setters. Actually, anyone can do it. Shopping by appointment offers what traditional retail stores simply can't: focused personal attention, with access to limited-edition and one-of-a-kind clothes and accessories, all at your convenience and at no extra charge.

Here's what you need to know:

**Tactical Planning:** Try to phone at least a day ahead, though many shops can handle a last-minute fashion crisis, such as what to wear to the big event that starts in two hours.

**Help the Shop Owner Assist You:** Be specific about your actual size (not what you hoped it would be by now) and the look you're going for.

**No Pressure:** Shop owners say you shouldn't feel obligated to buy, and they mean it. Still, clients hesitate to make appointments, says Tia Browsh of Jack Henry. "They think they'll inconvenience me or will feel bad if they don't buy. That's not the case at all. I love to play dress up, and I'm the first to say 'Take that off!' if something doesn't work. I want them to relax and enjoy shopping."

**Bring What You Need:** If you're building your spring wardrobe around that new Gucci safari jacket, bring it with you. —S.M.

## WHERE TO SHOP

### JACK HENRY

West Hollywood, 323-655-6050 Owner: Tia Browsh  
"I was schooled in Hollywood, where everything is possible and 'no' is not in the dictionary."

**THE LOOK** A mixed bag: Victorian punk ("I'm obsessed with corsets and anything that laces up anywhere") with a liberal dose of Soccer Mom (button-down shirts, tailored trousers).

**WHAT'S IN STORE?** One-of-a-kind party dresses. Jewelry by Subversive. Also jeans, sweaters.

**FIRST-TIMER?** Drop in before making an appointment. Browsh can see what you look like, and you can decide if the eccentric shop is up your fashion alley. Or, just phone: "I'll ask the standard questions: size, body type, favorite designers, do you wear color, low-rise/high-rise, straight leg/boot cut, tailored/deconstructed—you get the picture."

**ABOVE & BEYOND** There's always champagne chilling in the back and coffee next door. If you arrive at the end of a long workday Browsh will order dinner. "It's an anything-goes environment."



Tia Browsh and Jack Henry

## FASHION SAFARI



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in los angeles california usa



*there are many boutiques in l.a. that specialize in high-end, sometimes couture clothing. but there is only one jack henry, a little elegant closet of a boutique that has the dynamic vision of one tia browsh. the clothing here is often one-of-a-kind and by designers you most likely have never heard of...which is so refreshing in this label-obsessed world. my suggestion to you is to stop by during regular business hours and take a gander at these mind-blowingly exquisite (and pricey) clothes, but then make an appointment to try. you will be in for a transcendent shopping experience as tia and her team give you one-on-one attention.*

covet:

gary graham silk gown with ruffled skirt & bustle  
kathryn towers reconstructed gown  
trash couture corset with hand beading & feathering  
michael & hushi hand painted skirt  
claire la faye corsets, skirts & dresses  
erickson beamon jewelry





## APPOINTMENT ONLY

Jack Henry offers personalized style

by Alexandria Abramian-Mott

photography by Morgan Slade



Tia Browsh with her dog Jack Henry

> **A NEW SPATE OF BY-APPOINTMENT-ONLY** boutiques gives customers the kind of one-on-one attention that celebs get from personal stylists. Designers LoyandFord, Adriana Caras and Kevan Hall have all opened such stores, and, this month, Tia Browsh opens Jack Henry, a closet-size boutique where the young entrepreneur hopes to realize big dreams.

"I'm going to have everything possible to create an outfit for an evening out: panty hose, dresses, accessories, jewelry, footwear," says Browsh of her plan for the 500-square-foot showroom. A self-taught stylist who counts hours of buying gifts for Hollywood execs at Maxfield and Fred Segal as her education in

fashion, Browsh says that she'll pair the merchandise down to the essentials: one line of black pants (Alvin Valley), one line of jeans (Martins), and designs by Vivienne Westwood Gold Label, Heatherette and House of Field, among others.

"I'm the girl who sees those 'editorial only' clothes in magazines and calls the factory in Milan to find out where they're available," says Browsh, who plans on making just such hard-to-find pieces available to the masses. Or, at least, to those with an appointment. **td**

### **JACK HENRY**

141 S. Kings Road, L.A., 323.655.6050





## BOUTIQUE CHIC

BY VICTORIA NAMKUNG PHOTOGRAPHY BY HILARY WALSH

Whether you favor the high-end shops of Rodeo Drive or the charming boutiques on Robertson, L.A. shopping always has something for everyone. And a wealth of new treasures has recently popped up, offering even more wardrobe options. From a London-based designer to a by-appointment-only hideaway, here are the latest arrivals on the retail scene.

At Stella McCartney's only West Coast store is the British designer's entire collection, from ready-to-wear and lingerie to fragrance, eyewear and shoes (which, for the record, are completely vegetarian, ingeniously crafted in fake suede, plastic, cotton and grosgrain). Whether searching for a sexy pair of stiletto heels or a red carpet stunner, it can be found in this ivy-covered 1920s cottage that was converted from an antique store to an intimate environment decorated with vintage art and furniture. McCartney insisted on personally overseeing the most intricate of details, including the hand-painted fabric, collected at flea markets, that cover the boutique's walls. Shoulders may be rubbed with Gwyneth, Demi or Madonna in the garden, which is paved in brick and features a fountain, greenhouse and rose trellises. It is an ideal spot for afternoon tea while contemplating McCartney's spring favorites: wide-legged cropped pants and flowing chiffon dresses in flirty sorbet shades. 8823 Beverly Blvd., 310.273.7051

While browsing on Montana Avenue in Santa Monica, be sure to visit the charming new shop, Mlle. Pearl, which carries well-edited collections from Narciso Rodriguez, John Galiano, Luella Bartley and owner Jennifer Nicholson's own label (yes, she is Jack's daughter). A former set and interior designer, Nicholson debuted her collection in 2002, which provided

inspiration to open the boutique, itself an ode to beachfront cabana style. An eclectic mix of vintage couture and current ready-to-wear, Nicholson's sensibilities for stunningly feminine, color-drenched pieces are best illustrated in her choice of unusual fabrics and dreamy dresses with great cuts. This season, look for Viktor & Rolf separates that complement Nicholson's sophisticated party clothes, which any savvy fashionista will snap up before this major up-and-coming designer becomes too much of a household name. 3311B Montana Ave., 310.576.7116

There's no signage outside Tia Browsh's by-appointment-only paradise, Jack Henry. Browsh, who worked in Hollywood for a decade, realized that she had an eye for editing fashion-season. Named after her miniature pincher dog, the ultra-private enclave is outfitted with concrete floors, cherry wood shelves and Asian-inspired opaque glass and structural steel backdrops. It makes for a striking setting to complement the runway fashions, many of which are hard to find at other boutiques.

Along with spring lines from Vivienne Westwood and Martine Sitbon, Browsh carries a carefully chosen assortment from the collections of Michael & Hushi, Gary Graham and Arlequin (Jack Henry is the only U.S. store to carry this hotter-than-hot Brazilian designer). For spring, Jack Henry is awash in fun palettes of yellow, orange and aqua. Pay special attention to Gary Graham's skirts, camisoles and pants: innovative separates that have revived the age and art of the corset and can be worn in multiples or, more casually, as separates. 441 S. Kings Rd., Los Angeles, 323.655.6050



# LOS ANGELES CONFIDENTIAL

DREW, CAMERON, AND LUCY  
KICK OFF A WHITE-HOT,  
SEXY SUMMER

## Angels in America

### Street Beat

When it comes to fashion, consummate shopper **Rebecca Bloom** gets around.

Here she discovers LA's secret top shops, good eats, and where to go when, after a long day strutting your stuff, your Blahniks break.

#### CLOTHES HORSE

Capturing the pure fun and delight of runway fashion, Jack Henry, a new boutique on South Kings Road, looks like every little girl's dream closet. Dresses, shoes, slacks, scarves, blouses, gems, and jewels from designers such as Vivienne Westwood, Erickson Beamon, and Imitation of Christ line the racks of this cozy shop and invite you to try, experiment, and step outside LA's blue jean-and-flip-flop culture. Owner Tia Browsh, a self-confessed fashion junkie, wants to play dress-up with you and she doesn't want you to look like anyone else you may run into on your big night out.

With an eye for detail and special one-of-kind clothes, Browsh has stocked her store with pieces that you won't find anywhere else in LA. Some may not have the best hanger appeal, and some may be a bit theatrical, but that's the point. These innovative clothes have ideas behind their cuts and colorful constructions, and are completely wearable if one

takes the time to try them on. According to Browsh, she "wants to give conceptual fashion to the average woman," and by taking risks and stocking what no other stores buy, she can expand her customer's fashion repertoire.

Jack Henry is by appointment only, so every shopper gets to "feel like princess," which is what many customers call to tell Browsh after a night out on the town dressed in an outfit assembled and purchased at the store.

Whether it's the heels in the dressing room so girls don't have to tip toe around to see how hemlines fall, or the quick tailoring fixes Browsh masterminds with the careful fastening of a vintage brooch, this store is about service and individual attention. Although it's been open only a few months, Jack Henry is at the forefront of the trend of destination shopping, and has secured itself a spot in LA's fashion landscape. *Jack Henry, 141 South Kings Road, Los Angeles, 323-655-6050.*





THE MAGAZINE ABOUT SHOPPING

www.luckymag.com

# Lucky.

FEBRUARY 2003

## Pack the Lucky way

19 essentials for the perfect getaway

## We're obsessed with BAGS

page 83

## 4 ways to wear a little blue dress

## INSTANT STYLE

Spring clothes you can wear right now (no kidding!)

Private shopping at Jack Henry, lingerie for Valentine's Day, plus exclusive offers for Lucky readers. By Marlien Rentmeester

Girls who cultivate that cutting-edge anonymous-designer look love **Jack Henry** (141 S. Kings Rd., 323-655-6050), a new appointment-only boutique featuring one-of-a-kind pieces by the city's most inventive labels including Josh & He Yang, Darren Romanelli, Grey Ant, and Shawn. ...

THE MAGAZINE ABOUT SHOPPING

www.luckymag.com

# Lucky

AUGUST  
2003

## Denim

Our 15-page guide  
has the best and  
newest in jackets,  
skirts and jeans  
page 113

## WORKOUT-PROOF BEAUTY SECRETS

Look totally  
glamorous even  
when you're  
dressing down

the  
fresh

## Jack Henry

141 S. Kings Rd., Los Angeles, 323-655-6050

Shoppers looking for one-of-a-kind or hard-to-find clothes are advised to make an appointment with Tia Browsh at her West Hollywood boutique, where they can get the same star treatment Browsh once reserved for her personal-shopping clients. Samples and runway selections from L.A. designers, including Grey Ant, Dr. Romanelli, and Shawn, share the racks with show-stopping separates by Alvin Valley, Martin, Imitation of Christ, and Heatherette, as well as fantastic vintage couture pieces—from the likes of Halston, Gucci, and Pucci—that are not regularly available to the public.





# Woman's Day

EXCLUSIVE!



Fiona loved this sublime prom outfit and the sexy *Moulin Rouge* frock (right).

## FIONA'S starstyle

Want to dress like a star? A new fashion trend sweeping Los Angeles means you can. A former personal shopper, **Tia Browsh**, 26, has opened Jack Henry, an exclusive by-appointment-only boutique that has a mission to dress anyone who wants the one-on-one attention given to celebs.

Aussie author, TV and radio personality **Fiona Horne** had an invitation to LA's annual Australia Day Ball, so we sent her along to be dressed by Tia.

"Fashion to me is an endless form of enjoyment," says Fiona. "Whereas I used to shock, now I go for a more chic look. I don't like the flashy LA look, but something more European that is sexy, but elegant."

**VIRGIN ON THE SUBLIME**  
Skirt by **Helke Jarick**, corset by **Johanna** and jacket by **Vivienne Westwood**

**Tia says:** I love mixing and matching pieces and being experimental. I also thought these mint green, sage and camel colours would suit her skin colour and hair, giving a classy but wild look.

**Fiona says:** I feel like I'm dressing up for prom night, but I love the way Tia has constructed the outfit from different pieces. It also makes me feel like **Madonna** in *Like a Virgin* with the corset and the big sleeves. It's out there and the type of dress I'd wear on a first date to show who's boss!

**THE SEXY SHOWGIRL**  
**Scanlan & Theodore dress**

**Tia:** As Fiona is very tanned with blonde hair I wanted to dress her in colours that make her features and great figure stand out. I chose this dress because I love the colours – it's not too bold and softens her look. It's also an Aussie designer, which I thought would fit with ball theme!

**Fiona:** I love this dress so much, probably because it's really expensive, but the colours are soft and the way feathers and straps are woven into the dress is amazing. It really makes a statement, but I look too much like I should be going to a *Moulin Rouge* premiere, not an Australia Day Ball.

**BRIGHT AND BEAUTIFUL**  
Vintage dress found at an op-shop, no label

**Tia:** I chose this dress purely for the colours, and being strapless it's also nice to put something around Fiona's neck. I use a lot of Erickson Beamon accessories – they only design jewellery for runway shows.

**Fiona says:** At first I felt like **Nana Mouskouri**, or **Cher**, and I felt a little boobey, but now I love it! It's classy, yet it's ethereal and I love the way it moves! It's very witchy! The accessories also remind me of seashells. This is definitely the outfit I'm going to wear to the ball. Tia's a genius!



Tia (right) created three great looks for Fiona, but it was the colour and style of this op-shop frock that stole the star's heart and was worn to the ball.



TEXT: GEORGIA CASSIMAN; PICTURES: EDDIE CARLSON; MAKE-UP: LEONORIS ESKEDIN; HAIR: BILLY VANADIC



# HERMES SALES CLIMB/3 FEDERATED UPBEAT/3

Women's Wear Daily • The Retailers' Daily Newspaper • November 13, 2003 • \$2.00

# WWD THURSDAY

Sportswear



**UNEXPECTED TREASURE:** Lara Flynn Boyle got "Punk'd," MTV style, when told she'd get free clothes from Los Angeles boutique Jack Henry as long as she'd wear them to events and credit the store. Boyle twirled and waltzed in the pricy frocks, gushing, "I feel like a ballerina," only to find out she would be charged \$26,000 — minus a 7.75-percent discount — for the 14 bags of clothes she chose. "I can't afford this!" exclaimed the devastated actress. "I have only one credit card on me and it's not going to go through. Well, I guess I won't be paying the plumber this month." "She took it like a champ," said owner Tia Browsh, who ended up giving Boyle a vintage Halston dress worth \$900. MTV chipped in a Plein Sud jacket and a Joey and T bandeau top. The episode airs Sunday at 9 p.m.

Inside  
p. 12  
The WWD List  
Independent Specialty Stores

ALL-  
AMERICAN  
SPRING  
FASHION

LOVE  
MACHINE  
ASHTON  
KUTCHER

KATE  
BOSWORTH  
THE NEW  
AMERICAN  
SWEETHEART

MEN ON...  
THE CHASE  
THE BREAKUP  
THE ONE

THE EVEN  
BIGGER O

WHY WE  
COMMIT,  
WHY WE  
WON'T

# THE LOVE ISSUE

CANDACE BUSH  
AND HER HUSBAN

ELLEFIRSTTREND

## the bare essentials

A pale fire is sweeping over spring's most  
seductive after-hours clothes and accessories

Lace-trim silk  
charmeuse  
pant, Arlequin,  
\$550, at Jack  
Henry, L.A.



A close-up photograph of a woman's lower legs and feet. She is wearing light-colored, possibly pink or beige, strappy high-heeled sandals. Each sandal features a large, voluminous bow on the side. The woman is also wearing sheer, light-colored tights. The background is dark and out of focus.

Corset dress by **Claire LaFaye** (\$2,000).  
*Jack Henry, 141 South Kings Road, Los Angeles,  
323-655-6050.*



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La Faye (\$1,500), Jack  
Henry, 141 South Kings  
Road, West Hollywood,  
323-655-6050.

# NYLON

FOURTH ANNIVERSARY



BRA TOP AND HOODIE BY DAVID DALRYMPLE FOR HOUSE OF FIELD; NET TOP BY DOLCE AND GABBANA; PINK JACKET BY MOSCHINO JEANS; LEATHER JACKET AND JEANS BY CHRISTIAN DIOR; BOOTS BY CHIRPEWA, GLOVES, MODEL'S OWN, OPPOSITE, STRIPED TOP BY CLUB MONACO, TANK TOP BY HELMUT LANG, SWEATSHIRT BY PAUL SMITH, CROPPED VEST BY STRENESE GABRIELE STREHLER, DENIM SHORTS BY DAG, TIGHTS BY THE SOCKMAN.

HOUSE OF FIELD, AT BORIS & NATASHA, NYC;  
CHARLOTTE, NYC, NY; JACK HENRY, LA, CA





# clear

FASHION / DESIGN



mechanic suit Grey Ant available at Jack Henry LA 323 655 6050.

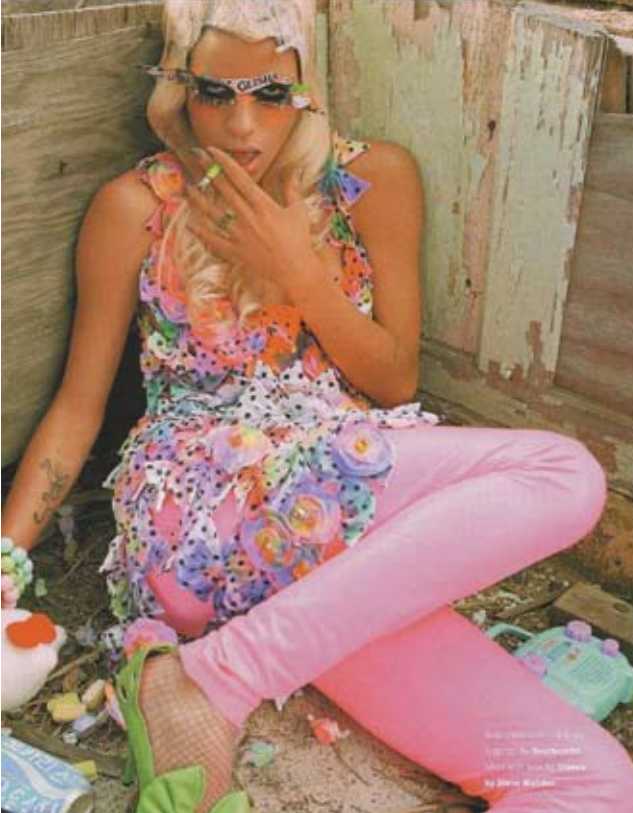
# FLAUNT



FLAUNT MAGAZINE  
NUMBER FORTY-FOUR  
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\$8.95 CANADA



Calvin Klein Party dress by  
Heatherette. Top by  
Hella Kitty. Skirt by  
Heatherette. Hat by David  
Mason. Accessories by  
Hella Kitty. Photo by  
Hella Kitty.



Heatherette. Top by  
Hella Kitty. Skirt by  
Heatherette. Hat by David  
Mason. Accessories by  
Hella Kitty. Photo by  
Hella Kitty.

Pages 112-113, **Party Animal:** Heatherette available at  
Jack Henry boutique Los Angeles (323) 655-6050





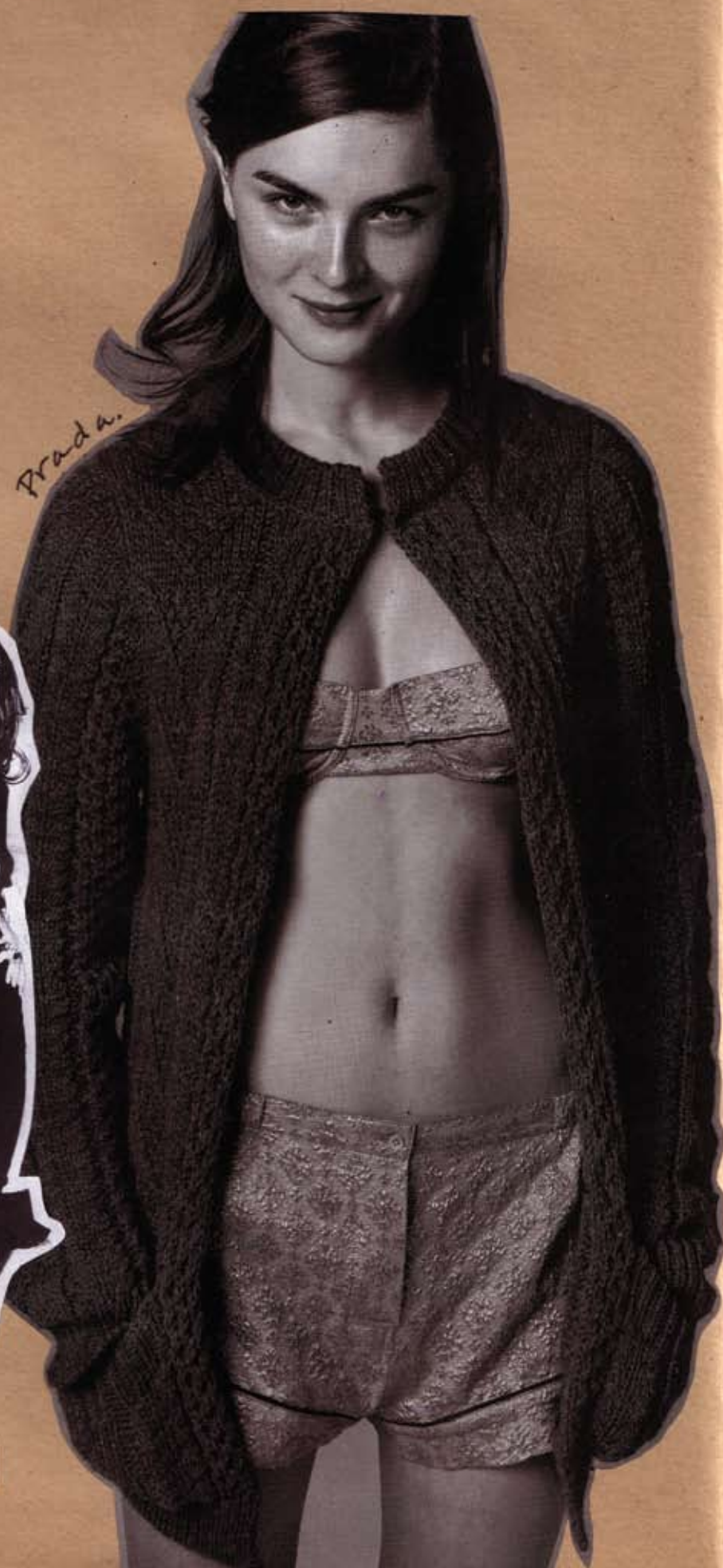
# MOVIES / INDUSTRY

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Catherine Malandino.

Prada.



YSL.



**OURPHOTOS**



**AMYLEE**





**ANTHONYKIEDIS**





**BAILING**



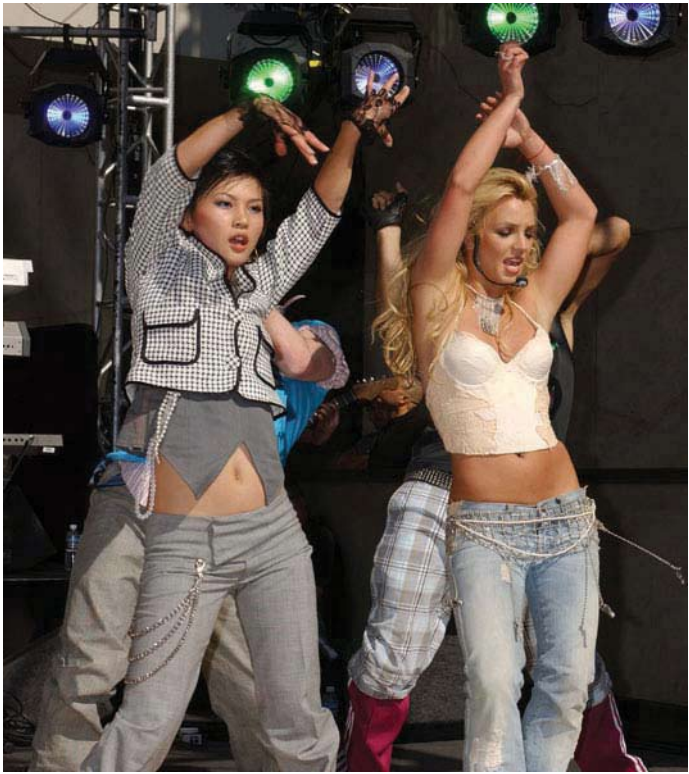
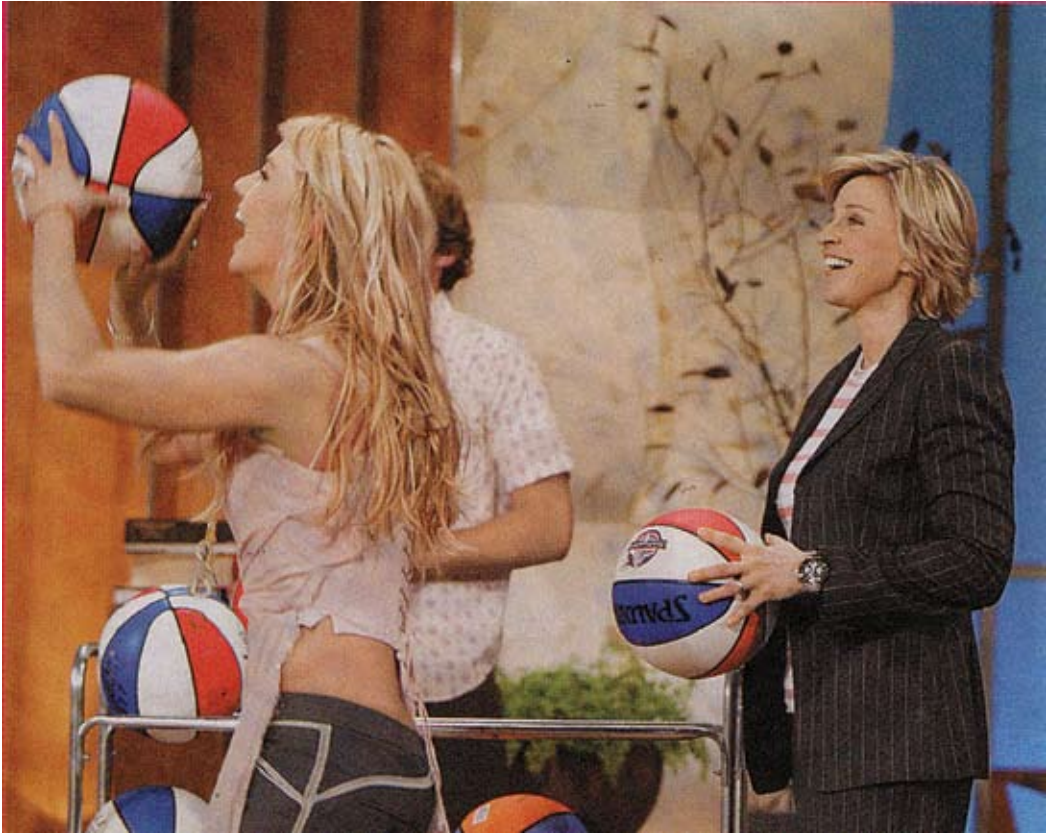


**BRANDY**



**BRITNEY SPEARS**





**CHRISTINAAGUILERA**





**COURTNEYLOVE**



**DITAVONTEESE**





Dita wears dress by  
Claire Lafaye, at Jack  
Henry. Necklace,  
amethyst ring (on  
right hand), both by  
Rosalinda, at Neiman  
Marcus. Shoes by  
Bruno Magli. Watch  
by Alan Friedman,  
for De La Cour. Earrings  
by H Stern. Crystal  
rings (on left hand),  
both by Stephen  
Webster. Hair by John  
Blaine for Exclusive  
Artist. Make-up  
by Elizabeth Karlyn.

**KATHRYNMORRIS**





**KELLY CLARKSON**



**KRISTAALLEN**





**LIZPHAIR**





**MICHELLEDUPONT**



**MICHELLEKRUSIAK**





*Michelle Krusiek*

**NELLYFURTADO**





**PAULAABDUL**



**PINK**





**PUSSYCATDOLLS**





**SAMANTHA HARRIS**



**RACHELMcADAMS**





**SHANNONELIZABETH**



**SHIVAROSE**





**THE DIXIE CHICKS**



**JACKHENRY**

# DESIGNERS I'M WATCHING / FOLLOWING / INTERESTED IN

- Louella Bartley
- Matthew Williamson
- Buffo Research
- Collection Privee
- Balenciaga
- Lawin
- Kevine John Brill
- Maxmara
- Ann Demeulemeester
- Alberta Ferretti
- Liza Morris for Primal Stuff
- Sula
- Cigana
- Christian Lacroix
- Heatherette
- Blumarine
- Missoni
- Imitation of Christ
- Rick Owens
- Jwan Park

- Foley : Kaima
- Shuu Choi
- Show Pony (Kimi Buzzelli)
- Rachel Comey
- BB Tracy Kimmey
- Dina Binda
- Language
- Agatha
- Shaun
- Jared Gold
- Zac Posen
- Rami Kashani
- Zefa Zoe
- Leona Edmister
- Kate O'Carroll
- Joshi: Heyang
- Dr Romaneli
- Loy and Ford
- Kate Kanyan
- Pade Vaura
- Lem (Red Label)
- Avi Soffer
- Cynthia Desser
- Emilio Cavallini





# **JACKHENRY**

**141 So. Kings Road,  
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**TEL: 323.655.6050**

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First Edition

Designed by Elizabeth Anderson

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1. Popular Culture-United States. 2. United States-Fashion-2000-I.Title  
ISDN 0-28662277-6